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September 12, 2006

# Home Care Association of Colorado Management Report

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**New updates added weekly to [www.hcaconline.org](http://www.hcaconline.org)! Check it out!**

## Calling All Colorado Home Health Agencies!

**Please Ask Sen. Allard to Reject Any Reduction in Medicare Home Health or Hospice Inflation Updates**



Your urgent help is needed to convince Colorado Senator Wayne Allard to sign on to a letter to the Senate Finance Committee asking the committee to reject any efforts to reduce the market basket inflation update for home health and hospice benefit payment rates. We need Sen. Allard's agreement to co-sign this letter by senators Collins and Feingold by this **Friday, September 15th**. As of last week, there were 49 senate co-signers, including Colorado's junior Senator Ken Salazar. Senator Allard could help us roll over the magic 50!

## Quick Links...

- [New HHABN Regs Published: Sept. 1 Was Deadline \(PDF\)](#)
- [HCAC Leaders Identify Priority Issues at Planning Session](#)
- [Check Out HCAC's Jobs and Services Store](#)
- [Visit Our 24/7 Virtual Trade Show](#)
- [Subscribe to the Home Care Automation Report](#)

[Click Here For More Details!](#)

## Register Today for the Strategic Marketing Seminar Series

Successful businesses are defined by their strategy. If you're like most home care agency owners and directors, you know that competition is fierce and that a "cookie-cutter" approach to marketing just won't cut it.

**Heather Rooney**, president of H2 Marketing in Seattle, Wash., will show you how just a few hours of dedicated strategy time could result in a significant reduction in marketing expenditures while preparing your business to take a quantum

- [Governor Owens Signs Telemedicine Bills](#)
- [Miss an Education Session? Don't Despair! Order a Tape/CD Today \(PDF\)](#)

leap forward.

This two-part lunch & learn audio-conference will help you learn the fundamentals of Vision-Driven Marketing, the importance of strategy and seven simple steps to marketing success!

The first audio-conference will be held Thursday, Sept. 21 from 11 a.m.-12:30 p.m. while the second is scheduled for Thursday, Oct. 19 from 11 a.m.-12:30 p.m.

**Join our mailing list!**

 

[Click Here for Details and to Register!](#)

## HCAC Agency Administrators Tell How They Use New Data Reports

The Home Care Association of Colorado's data report service for provider members has received rave reviews from HCAC agency administrators.

According to **Sue Brown**, HCAC president, the reports are designed to help HCAC members develop and maintain an efficient and successful business and to provide insight into how to improve the quality of care and organizational effectiveness of their agencies.

"This new service is free. The only thing you have to do is open your e-mail," Brown exclaimed.

To read all of the comments from administrators and to make sure you are receiving these valuable reports, please visit [www.hcaonline.org](http://www.hcaonline.org)

email: [hcac@assnoffice.com](mailto:hcac@assnoffice.com)  
 phone: 303-694-4728  
 web: <http://www.hcaonline.org>

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