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October 12, 2006

Home Care Association of Colorado Management Report

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New updates added weekly to www.hcaconline.org! Check it out!

Second Round of Data Reports Sent to HCAC Members

How does your agency compare? Make sure you're receiving these valuable reports, which are sent quarterly to your agency's administrator.

[Click to read more about HCAC's data report service!](#)

[Read what agencies are saying about this new HCAC member benefit!](#)

Last Chance to Register 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 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!

Quick Links...

- [Rep. Buescher Named "Friend of Home Care"](#)
- [HCAC Technology Leaders Make Presentation at State Legislative Interim Health Care Task Force](#)
- [Colorado's Senators Wayne Allard and Ken Salazar Sign Letter](#)
- [Save the Date for HCAC's](#)

[Annual Convention: May 10-11, 2007](#)

Register today for the second audio-conference to be held Thursday, October 19 from 11:00 a.m.- 12:30 p.m.

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

[Click here for details and to register](#)

HCAC's Web Site Remains a Vital Tool

Did you know?

A recent survey of web traffic (a 10 week period): an average of 204.5 persons visited our web site each day. That's an average of 1,432 per week, 6,220 per month or 74,643 per year. Each visitor spent an average of 8.25 minutes, or a grand total of 28.1 hours per day, 196.8 hours per week, 855 hours per month, or some 10,263 hours per year.

Translated into work days, our visitors spent some 1,283 workdays viewing our web site.

Join our mailing list!

[Utilize this important tool, click here to visit HCAC's Home Page](#)

HHABN Complete Educational Package via HCIN's Video Streamed Seminars Available

Though the deadline has passed, the questions remain. All current and any future home care staff must be trained on the revised HHABN. Where do you turn?

Thousands have already viewed seminars from the new Home Care Information Network and have been elated by what they found there.

[Click here](#) for details, or, [click here](#) for the HCIN Course Catalog.

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

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