





Creating an ACO Aligned Marketing Strategy

WEBINAR

Presented by: Patty Cisco, MBA Cisco & Company

Who Should Attend?
Home Health and Hospice Marketing Staff,
Administrators, Compliance Staff

This webinar will assist home health and hospice agencies in marketing to Accountable Care Organizations. To provide an understanding in what ACOs are looking for in partnering with home health and hospice agencies and what agencies need to do to position themselves in working with ACOs.

REGISTRATION INFORMATION

Name (Last, First)	
Organization	
Professional Designation	
Title	
Address	
City	
State	Zip
Phone/Cell Phone (circle one)	
Fax	
E-mail (required for receipt of confirmation)	
Emergency Contact Name	
Phone	
Those receiving CE Request: (\$15.00 ea.)	

February 21, 2013

MCA Members: \$59 Per Line Non Members: \$168 Per Line

1:00 - 2:30 pm EST

\$15 per Contact Hour

Attend this webinar and learn how to:

- Discuss the challenges inherent in Accountable Care Organizations (ACO's), including how these affect marketing strategies
- Explore the essential tools required for ACO Marketing & Sales
- Identify potential changes in systems and people to garner desired outcomes

Online registration is required when paying by credit card. (Visa, MasterCard, Discover and American Express accepted)

To pay by check or money order, please make payable to: **Midwest Center for Education**

Registration Must be Postmarked By: **February 14, 2013**

Mail your registration and payment to:
Midwest Center for Education
855 South Wall Street
Columbus, Ohio 43206

Confirmation of registration and conference call-in information will be sent via e-mail upon processing. If you do not receive confirmation by registration deadline, please contact Bobbi Dolan at bobbi.dolan@midwestcarealliance.org or call 614-763-0036.

Cancellation Policy: Cancellations must be made in writing (email) to Midwest Center for Education. Cancellations 1 week prior to the event will receive a refund of 50% of the cost of the registration fee. Cancellations 2 weeks or earlier will be refunded minus a 20% cancellation fee up to a maximum of \$50. Any cancellations within 1 week of the event, including the day of the event, will not be refunded for the cost of the registration fee. Substitutions may be made at any time.

Midwest Center for Home, Hospice & Palliative Care Education (OH-248/4-01-15) is an approved provider of continuing nursing education by the Ohio Nurses Association (OBN-001-91), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.