

Home Health Care Management & Practice

Volume 19
Number 3
April 2007

Barbara Stover Gingerich
Editor

Clinical and Management Topics
Issue Editor: Barbara Stover Gingerich

Using Public Relations and Marketing to Generate Referrals and Sales

Merrily A. Orsini, MSSW

This article addresses how home health care managers and owners can use marketing and public relations to generate sales leads. It lays out a process: Develop your brand and key messages and then use marketing and public relations tactics, including a cohesive Web site, to reach your target audiences. The key is generating leads through relationship building by identifying referral sources and making certain they know how your company stands out from the crowd. After marketing the firm to the people who are actually making referrals, track the results. The article provides many examples of tips and ideas for generating leads and turning them into sales.

To access the full article:

<http://HHC.sagepub.com/content/vol19/issue3>

Home Health Care Management & Practice, Vol. 19, No. 3, 163-168 (2007)

DOI: 10.1177/1084822306296927

© 2007 SAGE Publications