



Michael T. Ferris
Director
Marketing, Sales and Customer Service Consulting Division

Memberships: National Association for Home Care & Hospice (1995 to present)
National Hospice and Palliative Care Organization (2005 to present)
Past member Texas Association for Home Care (1994 – 2000)

State Committees: Chair – Government Affairs Committee – Texas Association for Home Care - 1999

Member - Government Affairs Committee – Texas Association for Home Care – 1995 - 2000

Author:

Books and eBooks:

Legendary Results: Managing Hospice Referrals (2009)
Legendary Results: Managing Hospice Admissions (2009)
Field Guide to Selling Home Care Services with Legendary Results (2006)
Field Guide to Selling Hospice Services with Legendary Results (2006)
101 Home Care Promotional Ideas That Deliver Legendary Results without Busting your Budget (2004)
Managing Home Care Sales Teams for Legendary Results (2004)
Complete Guide to Home Care Sales and Marketing for Legendary Results (2004)
How To: Market and Deliver Legendary Service (2001)
17 Proven Methods to Grow Home Care and Hospice Referrals (ebook – 2006)
17 Proven Methods to Grow Home Care and Hospice Referrals Companion Workbook (ebook – 2006)



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Industry Publications:

Over 46 columns – Monthly 2004 – 2009 – various subjects pertaining to Marketing, Sales and Customer Service for home care and hospice – National Association for Home Care Magazine – CARING

Series of Six Articles – 2008 – Home care sales and marketing – Beacon Health – Home Care Administrator

Article – August 2008 – *Private Duty Success: the Intersection of Operations, Sales and Customer Service* – National Association for Home Care Magazine – CARING

Article – July 2007 - *Growing your Market Share: The Road Less Traveled* – Remington Report

Article – June 2007 – *The Consumer Makes All the Difference: Private Pay Marketing* – National Association for Home Care Magazine – CARING

Article – March 2007 - *Home Care and Hospice Growth is not Accidental!* – Texas Association for Home Care – Texas Home Care Quarterly

Article – November 2006 – *Service Sells!* – Private Duty Homecare Association – Private Duty Homecare Association newsletter

Article – Part one, October 2005, Part two, January 2006 – *The Data are In: Best Home Care Marketing Practices Revealed* – National Association for Home Care Magazine – CARING

Article – Spring 2005 – *Data Determines Sales and Marketing Success* – Home Care Information Technology Group – Home Care Technology



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Article – February 2005, *Seven Keys to Future Marketing Success* – National Association for Home Care Magazine – CARING

Article – June 2004 – *got marketing?* - PPS Plus

Article – March 2004- *Home Care is Special* – National Association for Home Care Magazine – CARING

Article – August 2008 – *Private Duty Success: the Intersection of Operations, Sales and Customer Service* – National Association for Home Care Magazine – CARING

Speaker /Lecturer: Delivered speeches and conducted workshops on marketing, sales and customer service for Medicare certified home health, hospice and private duty organizations.

Partial list of national, regional and state association conferences and meetings and corporate conferences and meetings:

NAHC Annual Meeting – 2002, 2003 2004, 2005, 2006, 2007, 2008, 2009

NAHC Policy Conference – 2007

NAHC Financial Management Conference – 2003, 2006, 2007

NAHC Private Duty Summit – 2002, 2004, 2005, 2006, 2008, 2009

NHPCO Management and Leadership Conference – 2006, 2007, 2008, 2009

Northeast New England Home Care Conference – 2004, 2007

Gulf Coast Southwest Regional Home Care Conference – 2004, 2005, 2007, 2008

Gulf Coast Regional Home Care Conference – 2003

Decision Health – homehealthline... - Art of the Deal Conference - 2001

Decision Health Private Duty – 2001, 2002, 2003

Tennessee Hospital Association Annual Meeting 2006



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Texas Association for Home Care Advanced Administrator's Certificate Training - 2005

Blockbuster Home Care Sales Event – 2003, 2004

Home Care 100 - 2004

McKesson National Users Conference - 2007

PtCT National Users Conference - 2006

Healthware Annual Users Group Meeting - 2004

Premier Buying Group Annual Meeting – 2004

Personal Touch Annual Meeting - 2005

VNA of Florida – Annual Sales Conference - 2005

UHS – Pruitt – United Hospice – United Home Care
Evergreen – United Healthcare

State Associations:

California	Colorado	Massachusetts
Florida	Louisiana	Ohio
New York	North Carolina	Tennessee
Oklahoma	Oregon	Wisconsin
Texas	Virginia	

Partial list of teleconferences:

Kansas Home Care Association
Hospice Letter – Health Resources
Eli Audio Conferences
Patient Care Technologies
Healthware
Hospice Magazine
Home Care and Hospice Marketing Solutions



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Training Events: Bootcamps created by and delivered by Michael Ferris:

Square One Bootcamp – December 2006, March 2007, May 2007, August 2007, September 2007, November 2007, February 2008, March 2008, May 2008, August 2008, November 2008, February 2009

AdmitRight™ Bootcamp – November 2008, March 2009

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