



5 WAYS TO GROW YOUR PRACTICE

Since starting his house call practice 15 months ago, **Logan Andrews, MSN, APRN, FNP-BC**, has grown his Trenton, Florida-based [Andrews Healthcare Consulting](#) to nearly 1,700 patients. Seeing that strong growth, the Home Centered Care Institute wanted to share how he did it, and how other practices might do the same. So, we asked. And, when we did, Andrews shared five marketing strategies that practices can use to grow – hopefully in an exponential manner, too.



Build a strong referral network

One way to begin is with your own past experience. For example, if you previously specialized in providing care in skilled nursing facilities (SNFs), target local area SNFs that you are interested in partnering with. Hopefully, because you worked in the field, you'll have a strong network to reach out to.



Understand your referral partners' needs

Determine their main “pain points” and understand their key measures of success. For example, since rehospitalizations can negatively affect SNFs, home health agencies, and others, outline how you will ensure their patients are being seen face-to-face and that all the requirements necessary to continue home healthcare certification are being met.



Join a networking meeting

Connect with healthcare professionals from different markets. Look for opportunities to attend existing local networking meetings and events where providers from hospitals, SNFs, assisted living facilities (ALFs), etc., come together to collaborate on how to better serve elderly and homebound patients in your community. Your local hospital case management contacts may be aware of such opportunities that you can participate in since they are typically at the top of the invitation list due to the volume of patient referrals they make.



Start a networking meeting

Invite healthcare providers from your community, including those outside your specialty. Though turnout may be low at first, eventually, more will join. Consider also inviting financial organizations and insurance companies because they have clients who might benefit from the types of services the meeting attendees offer — it's something extra that they can offer.



Nurture new relationships

Potential referral partners need to know you're there to lighten the load, not make it heavier. Check out their Star Rating* on [Medicare.gov](#) (federal government website managed and paid for by the [U.S. Centers for Medicare and Medicaid Services](#)), then show them how you can help address their “opportunity” areas. Also, be sure to let them know you'll keep them informed about patient follow-up.

* The CMS Five-Star Quality Rating System was designed to help consumers, their families, and caregivers compare providers and facilities. The [Care Compare](#) tool uses a rating scale of 1 to 5 stars with 5 stars being considered above average quality.