

# Transformation & Implementation: AI in Home Care

4 Part Virtual Work-Shop Series & Recordings • February 27, March 27, April 24 & May 15, 2025

Are you intrigued by the potential use of AI in your home care operations as a driver of capacity and efficiency, but you don't know exactly where to start or what tools to trust? Do you want to automate certain processes and systems to better support and retain your team members? Are you looking for a meaningful way to more consistently engage your clients, patients, family members, and referral sources? If your answer to any [or all] of these questions is "yes," then this workshop series is for you!

**February 27, 2025- 11:00am-12:00pm CST:  
Client Communication & Marketing**

- Prospective customer screening and engagement
- Marketing content creation and optimization
- Customer segmentation and predictive analysis for high-value clients
- Automated follow-up and sales team support
- Hands-on: Creating communication templates

**April 24, 2025- 11:00am-12:00pm CST:  
Operations & Scheduling Optimization**

- AI-Assisted customer support and issue resolution
- AI for staff scheduling and route optimization
- Resource allocation for client needs and demand forecasting
- Automating routine tasks, such as billing, pricing changes, visit bonuses, collections, etc.
- Hands-on: Using AI scheduling and routing tools

**March 27, 2025- 11:00am-12:00pm CST:  
Human Resources**

- AI-based resume screening, applicant tracking and analysis
- Customizable training for employee onboarding, periodic skills review and corporate updates
- Credentialing and smart reminders for follow-up, regulatory compliance
- Interactive employee engagement to improve satisfaction and retention
- Hands-on: Using AI for job descriptions and interviewing

**May 15, 2025- 11:00am-12:00pm CST:  
Clinical Documentation & Care Planning**

- Client on-boarding and initial intake
- AI-assisted home care plan development
- Progress note optimization and documentation
- Quality assurance in AI-generated content
- Hands-on: Creating care plans with AI assistance

**Presenters:** **Daniel Gold** a seasoned healthcare executive and serial entrepreneur with SeniorReach Technologies & **Peter Wilensky** a experienced finance and strategy executive with an extensive background in healthcare at SeniorReach Technologies.

## Registration Form

Registration fees cover one individual only.  
Multiple site participation from individuals within your agency will require separate registration.

**\*If paying by credit card please mail or fax your registration form for security reasons\***

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Check     Credit Card

Name as it appears on card: \_\_\_\_\_

CC#: \_\_\_\_\_  Visa     MC     Discover     Am. Express

Billing Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVC/CVV (3 or 4 digit code) \_\_\_\_\_ Signature: \_\_\_\_\_

AI Homecare Series

### Registration Fees for Webinar Series:

**3% discount if paying by check**

**MAHC Members**—\$299.00 Check/\$308.00 Credit Card

**Non-Members**—\$598.00 Check/\$616.00 Credit Card

**TOTAL AMOUNT ENCLOSED** \_\_\_\_\_



### Mail Registration & Payment to:

Missouri Alliance for HOME CARE

2420 Hyde Park, Suite A

Jefferson City, MO 65109

Phone: (573) 634-7772 Fax: (573) 634-4374

education@mahcmail.org

**Cancellations:** There will be NO refunds for any cancellations received February 21, 2025 or after. Cancellations received prior to February 21, 2025 will receive a 90% refund. Cancellations must be received in writing.

**Confirmation:** Prior to the webinar, you will receive a confirmation email which will include a join link to access the webinar. You will also be sent any pertinent handouts if available.

**Registration Fees:** The registration fee covers one individual. Multiple site participation from individuals within your agency will require separate registration.

**Recording:** These sessions will be recorded.

**CE:** There is no CE credit for this webinar series.