

PlayMaker CRM Announces PMX: PlayMaker CRM Expo & User Conference for Home Care Professionals

/EINPresswire.com/ [PMX](#), the 2013 PlayMaker CRM Expo & User Conference, will bring the top leaders in home health, hospice and private duty care to Nashville, Tenn., Sept. 18–20, 2013 for an energetic and informative event at the new state-of-the-art Music City Center.



This three-day specialized sales and marketing experience devoted entirely to [home care](#) professionals will provide the innovative tools and strategies essential to improve sales and marketing efficiency; strengthen branding; increase referrals, census and revenue; and ultimately dominate their individual markets. It also will showcase the newest features and functionality of PlayMaker CRM, a leading customer relationship management solution in the home health, hospice and private duty markets.

“PMX is the ultimate place for home care professionals to discover ways to improve business performance and rocket past the competition. This event will provide unparalleled insight into how to remain competitive and excel in this fast-growing field using emerging technologies, [market intelligence data](#) and innovative sales strategies,” said Adam Bishop, founder of PlayMaker CRM.

At PMX, attendees will be inspired by prominent sales and marketing experts who know what it takes to succeed in business. They will learn cutting-edge strategies and how to apply them to the home health, hospice and private duty markets. These speakers not only have been in the trenches and have developed the secrets to success in the field, but can give agencies the tools they need to stand out in their markets. Attendees also can attend dynamic sessions that will teach them how to get the most out of PlayMaker CRM, whether they are new to the product or are experienced users.

Additionally, PMX offers incredible networking opportunities and features an expo, where companies who specialize in serving home care agencies will showcase their latest products and services.

PMX also will honor outstanding work in home care with awards for “Ultimate Home Care Sales Manager” and “Ultimate Home Care Sales Representative.” Winners will receive formal

recognition before their peers, as well as \$1,000 and free registration for PMX 2014. Nominate a candidate online at <http://www.pmxusercon.com/contests.php>.

PMX Event Details

What: PMX: PlayMaker CRM Expo & User Conference

When: Sept. 18-20, 2013

Where: Music City Center, Nashville, Tenn.

Who should attend: Home Health, Hospice and Private Duty Directors of Sales and Marketing, Marketing Liaisons, Community Liaisons, Marketing Managers, Sales Managers, Administrators, Sales Representatives, Directors of Business Development, IT Managers, Physician and Community Educators, Presidents, CEOs and Owners.

Early Bird pricing is available now through May 31, 2013. Only \$159 per person for three full days!

To register, visit <http://www.pmxusercon.com> or call 866.930.6847.

This extraordinary event will take place in one of America's most extraordinary cities: Nashville, Tenn. Music City has so much to do, see, eat and experience. It's been named as one of the best places to visit by Condé Nast Traveler, Fodor's, Yahoo! Travel, Business Insider and Budget Travel. While here, stay an extra day or two and visit the historic Ryman Auditorium, tour the Country Music Hall of Fame, dive into history at The Hermitage or listen to some amazing live music. It's all here. Learn more about what Nashville has to offer at <http://www.visitmusiccity.com>.

About PlayMaker CRM

PlayMaker CRM is one of the leading customer relationship management solutions in the home health, hospice and private duty markets. Our web-based solution is designed specifically for home care to assist agencies in increasing sales efficiency, growing market share and increasing profitability. PlayMaker CRM is used by hundreds of agencies large and small that realize the benefits of using innovative technology to grow and stay ahead of the competition.

For more information, visit <http://www.playmakercrm.com>.

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