



CONFERENCE FACULTY

Conference faculty is subject to change.

Frank DiPace, RN, BSN, is a national expert who has trained over 2,000 hospice liaisons. With more than 31 years in the hospice industry, Frank is a nationally renowned presenter on census and admission growth, sales strategies and business development. He also served as Vice President of Sales and Admissions at some of the largest hospices in the United States. Frank is a graduate of the Disney Institute Quality Service training.



Hospice Marketing, Admissions & Intake Conferences

Online with credit card:

www.MyHospiceUniversity.com/conferences

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Cancellation Policy:

Registration is nonrefundable. Visit website for details.

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(include names of participants and conference choice)

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PLEASE ROUTE TO:

- Executive Director
- Director of Marketing
- Director of Nursing
- Director of Admissions
- Director of Business Development

Competition between hospices has become fierce.

Are your census and admissions numbers flat or declining?



Kick start your sales and marketing professional development team into high gear. The Hospice University conference series highlights emerging trends, strategies and best practices from hospice sales and marketing industry leaders.

HOPE IS NOT A STRATEGY!

HOSPICE UNIVERSITY
hospice marketing simplified
Marketing, Admissions & Intake Conferences



MARKETING PROFESSIONALS 3-DAY CONFERENCE

Early Bird Rate
\$799*
Regular rate \$899

Hospice University knows your opportunities and challenges. We've successfully hired, trained and coached more than 3,000 marketing and admissions staff, for non-profit and for-profit organizations. Our strategies work!

Who Should Attend?

- Liaisons/Account Representatives
- Directors of Marketing
- Directors of Admissions
- Directors of Business Development
- Executive Directors
- Potential liaisons



Agenda

- 12 Ways to Grow Your Hospice
- Medicare: The Good, the Bad and the Ugly
- The Discipline of Sales: The Sales Process
- What Do I Really Need to Know About My Customers?
- The 6-Step Physician Process
- Utilizing Home Health as an Ally
- Competing Against Home Health
- Building Relationships with Physician Practices, Hospitals, Nursing Homes and Assisted Living Communities
- Physician Billing: Why Oncologists Are Different
- Personality Traits: Approaching Customers
- Role Playing

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www.MyHospiceUniversity.com

Special Pricing for Entire Week! Early Bird Rate \$1,250* Save more than \$200! (\$1,499 after early bird deadline)

October 21 – 25, 2019
Las Vegas, NV



Hosted By

Nathan Adelson Hospice

4141 Swenson Street • Las Vegas, NV 89119

Intake 1-Day Conference: October 21, 8:15 a.m. – 4 p.m.

Admissions 1-Day Conference: October 22, 8:15 a.m. – 4 p.m.

Marketing 3-Day Conference: Oct. 23 – 25, 8:15 a.m. – 4 p.m. (2 p.m. Friday)

**Early bird rate ends October 1, 2019. Registration opens at 8:15 a.m.*

November 4 – 8, 2019
Austin, TX



Hosted By

Hospice Austin

Westover Hills Church of Christ • 8332 Mesa Drive • Austin, TX 78759

Intake 1-Day Conference: November 4, 8:15 a.m. – 4 p.m.

Admissions 1-Day Conference: November 5, 8:15 a.m. – 4 p.m.

Marketing 3-Day Conference: November 6 – 8, 8:15 a.m. – 4 p.m. (2 p.m. Fri.)

**Early bird rate ends October 14, 2019. Registration opens at 8:15 a.m.*

For inquires, please contact Hospice University not the host hospices.

1-888-612-0008



INTAKE PROFESSIONALS 1-DAY CONFERENCE

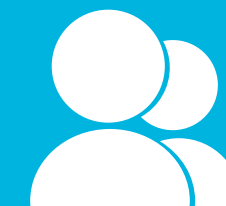
Early Bird Rate
\$349*
Regular rate \$399

For intake coordinators and other professionals who process referrals

Intake professionals will benefit from the tools and resources offered during this one-day training.

Agenda

- Intake's Role in Growing Your Hospice
- Increasing Admissions: How Intake Contributes to the Sales Process
- Getting to Yes: Creating Urgency and Overcoming Objections
- Presentation Guide: What Does an Intake Professional Say to Patients and Families to Get the Appointment?
- Customer Service and the Art of Follow-up
- 8 Words that Can Kill Your Agency
- Best Practices
- Role Playing



ADMISSIONS PROFESSIONALS 1-DAY CONFERENCE

Early Bird Rate
\$349*
Regular rate \$399

For nurses and other professionals who present hospice services

Our strategies will increase your conversion rates and customer satisfaction!

Agenda

- Admissions' Role in Growing Your Hospice
- The Dynamics of Our Customers and Families: Personality Traits
- Getting to Yes: Decreasing Refusals
- What Do Admissions Professionals Say to Patients and Families?
- Customer Service and the Art of Follow Up
- What to Do When a Patient Has an Unclear Prognosis
- Characteristics of a Great Admissions Nurse
- Best Practices
- Role Playing

Can't make it? Check out our upcoming events at MyHospiceUniversity.com.