

# 2022 Hospice Marketing, Admissions and Intake Conferences

October 24 – 28 | Las Vegas, Nevada

**Is your census flat? Are your admissions down?  
Is your length of stay declining?**

Get the tools and resources you need to improve  
your admissions, census and length of stay —  
and motivate your entire team!



**HOSPICE UNIVERSITY**  
*hospice marketing simplified*

Register today at [www.MyHospiceUniversity.com](http://www.MyHospiceUniversity.com)

Join us in  
**Las Vegas**  
**October 24 – 28, 2022**

Hosted By  
**Nathan Adelson Hospice**  
4141 University Center Drive  
Las Vegas, NV 89119

**EARLY BIRD WEEK RATE \$1,250\***

**Attend all week and save more than \$200!**

(\$1,499 after early bird deadline)

Register now at [MyHospiceUniversity.com](http://MyHospiceUniversity.com)



**INTAKE  
PROFESSIONALS**  
**1-DAY CONFERENCE**

*For hospice intake coordinators and other professionals who process referrals*

**Monday, October 24 8:15 a.m. – 4 p.m.**

Intake professionals will benefit from the tools and resources offered during this 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

Registration opens at 8:15 a.m.

*\*Early bird rate ends September 30, 2022.*

**New Non-Profit  
& Early Bird\* Rate**

**\$349**

Regular rate \$399



**ADMISSIONS  
PROFESSIONALS**  
**1-DAY CONFERENCE**

*For nurses and other professionals who present hospice services to care partners*

**Tuesday, October 25 8:15 a.m. – 4 p.m.**

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

Registration opens at 8:15 a.m.

*\*Early bird rate ends September 30, 2022.*

**New Non-Profit  
& Early Bird\* Rate**

**\$349**

Regular rate \$399

# Hope Is Not a Strategy: Learn the Art of Selling Hospice

The past few years have been very challenging, and Hospice University is here to help you get back on track. Now's the time to kick start your sales and marketing team into high gear with our conference series. Discover emerging trends, proven strategies and best practices from hospice sales and marketing industry leaders.

Get your team engaged, and learn how to stand out from the competition. With our tools and resources, you'll be able to motivate your team, reset your admissions and build your length of stay, all while bringing much-needed hospice care to more patients and families.

Purchase a Hospice University annual membership and receive

**2 Free Week-Long Conference Passes**

for this or a future HU conference.



## MARKETING PROFESSIONALS

### 3-DAY CONFERENCE

*For hospice professionals who market programs and services to physicians, hospitals and care facilities*

**Wednesday – Friday, October 26 – 28 | 8:15 a.m. – 4 p.m.** (2 p.m. Friday)

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

Registration opens at 8:15 a.m.

*\*Early bird rate ends September 30, 2022.*

**New Non-Profit  
& Early Bird\* Rate**

**\$799\***

Regular rate \$899

### Agenda

- 12 Ways to Grow Your Hospice
- Medicare: The Good, the Bad and the Ugly
- Medicare Advantage Plans: How to Sell with and Around Them
- 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
- Building Relationships with Physician Practices, Hospitals, Nursing Homes and Assisted Living Communities
- Physician Billing: Why Oncologists Are Different
- Personality Traits: Approaching Customers

# 2022 Hospice Marketing, Admissions and Intake Conferences

October 24 – 28 | 4141 University Center Drive | Las Vegas



## 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.

**Register today and save with special early bird and non-profit rates!**

### Online with credit card:

[www.MyHospiceUniversity.com](http://www.MyHospiceUniversity.com)

*Hotel information available on website*

### To pay by check, please contact us:

[Contact@MyHospiceUniversity.com](mailto:Contact@MyHospiceUniversity.com)

888-612-0008

### Cancellation Policy:

Registration is non-refundable. In the event of a cancellation, registration fees may be applied to a future Hospice University conference, services or membership.

	Early Bird*	Non-Profit	Regular
<b>Week-long**</b> Intake, Admissions & Marketing	\$1,250	\$1,250	\$1,499
<b>Intake</b> (Monday)	\$349	\$349	\$399
<b>Admissions</b> (Tuesday)	\$349	\$349	\$399
<b>Marketing</b> (Wednesday – Friday)	\$799	\$799	\$899

*\*Early bird rates end September 30, 2022.*

*\*\*Week-long rate applies to one participant for the entire week.*

**Purchase a Hospice University annual membership and receive 2 free week-long tickets!**

*Tickets can be redeemed for this or a future Hospice University event. Sign up at [MyHospiceUniversity.com](http://MyHospiceUniversity.com).*

## HOSPICE UNIVERSITY

*hospice marketing simplified*

### Register Today!

*For inquires, please contact Hospice University, not the host hospice.*

[www.MyHospiceUniversity.com](http://www.MyHospiceUniversity.com) | 1-888-612-0008