



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 UNIVERSITY

hospice marketing simplified

Marketing, Admissions & Intake Conferences

Online with credit card:

www.MyHospiceUniversity.com/conferences
Hotel and travel information available on website

To pay by check, please contact us:

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.

Register Today!

www.MyHospiceUniversity.com • 1-888-612-0008

HOSPICE UNIVERSITY

hospice marketing simplified

435 Raehn Street
Orlando, FL 32806

Register Today!

Online with credit card: www.MyHospiceUniversity.com

By mail: Send check to Hospice University
435 Raehn Street, Orlando, FL 32806
(include names of participants and conference choice)

Questions: contact@myhospiceuniversity.com
1-888-612-0008

PLEASE ROUTE TO:

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

SPRING 2024

HOSPICE MARKETING, INTAKE & ADMISSIONS CONFERENCES

April 29 – May 3 | Las Vegas
May 6 – 10 | San Francisco Bay Area

**Is your census flat? Admissions down?
Length of stay declining?**



With mergers and acquisitions on the rise and new VBD requirements, it's challenging to compete in today's healthcare climate. We are here to help. Get your team engaged, give them the tools to succeed, and learn how to stand out from the competition with our conference series!

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

HOSPICE UNIVERSITY

hospice marketing simplified

Register now at www.MyHospiceUniversity.com



MARKETING PROFESSIONALS 3-DAY CONFERENCE

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!

Non-Profit &
Early Bird* Rate
\$899*
Regular rate \$999

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
- 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

Register now & save with special discounted rates!

	Early Bird*	Non-Profit	Regular
Week-long** <i>Intake, Admissions & Marketing</i>	\$1,350	\$1,350	\$1,599
Intake	\$349	\$349	\$399
Admissions	\$349	\$349	\$399
Marketing	\$899	\$899	\$999

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

Pay by check and save 5%. Details at myhospiceuniversity.com.

Early Bird Week Rate \$1,350*

Attend all week and save more than \$200!
(*\$1,599 after early bird deadline)

April 29 – May 3, 2024 • Las Vegas



Hosted By

Nathan Adelson Hospice

4141 University Center Drive • Las Vegas, NV 89119

Intake 1-Day Conference: April 29, 8:15 a.m. – 4:30 p.m.
Admissions 1-Day Conference: April 30, 8:15 a.m. – 4:30 p.m.
Marketing 3-Day Conference: May 1-3, 8:15 a.m. – 4:30 p.m. (2 p.m. Fri.)

**Early bird rate ends April 7, 2024. Conference registration opens at 8:15 a.m.*

May 6-10, 2024 • San Francisco Bay Area



Hyatt Place Fremont/Silicon Valley

3101 W. Warren Avenue • Fremont, CA 94538

Intake 1-Day Conference: May 6, 8:15 a.m. – 4:30 p.m.
Admissions 1-Day Conference: May 7, 8:15 a.m. – 4:30 p.m.
Marketing 3-Day Conference: May 8-10, 8:15 a.m. – 4:30 p.m. (2 p.m. Fri.)

**Early bird rate ends April 14, 2024. Conference registration opens at 8:15 a.m.*



INTAKE PROFESSIONALS 1-DAY CONFERENCE

For intake coordinators and other professionals who process referrals

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

Non-Profit &
Early Bird* Rate
\$349
Regular rate \$399

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



ADMISSIONS PROFESSIONALS 1-DAY CONFERENCE

For nurses and other professionals who present hospice services

Our strategies will increase your conversion rates and client satisfaction!

Non-Profit &
Early Bird* Rate
\$349
Regular rate \$399

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

Register Today!

www.MyHospiceUniversity.com/conferences

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

1-888-612-0008

**Can't join us? Check out MyHospiceUniversity.com
for our online webinars & video trainings.**