



CONFERENCE FACULTY

Conference faculty is subject to change.

Frank DiPace, RN, BSN, is a national expert who has trained over 3,000 hospice professionals. With more than 35 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

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Marketing, Admissions & Intake Conferences

Online with credit card:

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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.

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Questions: contact@myhospiceuniversity.com
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PLEASE ROUTE TO:

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

13TH ANNUAL FALL HOSPICE MARKETING, INTAKE & ADMISSIONS CONFERENCES

NASHVILLE | OCTOBER 14-18
LAS VEGAS | OCTOBER 21-25

Is your marketing and admissions department your weakest link?



Competition between hospices is fierce, but the share of Medicare decedents who used hospice has declined since 2020.*

Every referral matters!

Is your conversion from referral to admission above 80%?

Is your average length of stay greater than 92 days?

Do you have an account management strategy in place?

If not, join Hospice University's training to gain insights on how to achieve a conversion rate above 80% and increase your average length of stay. Learn to work smarter, not harder.

Hope is not a strategy!

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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!

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>	\$1,450	\$1,450	\$1,699
Intake	\$399	\$399	\$449
Admissions	\$399	\$399	\$449
Marketing	\$1,199	\$1,199	\$1,299

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

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



Register Today!

www.MyHospiceUniversity.com/conferences

Early Bird Week Rate \$1,450*

Attend all week and save over \$545!

(*\$1,699 after early bird deadline)

October 14-18, 2024 • Music City



Hosted By

Alive Hospice

1718 Patterson Street • Nashville, TN 37203

Intake 1-Day Conference: October 14, 8:15 a.m. – 4 p.m.

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

Marketing 3-Day Conference: October 16-18, 8:15 a.m. – 4 p.m. (2 p.m. Fri.)

*Early bird rate ends Sept. 23, 2024. Conference registration opens at 8:15 a.m.

October 21–25, 2024 • Las Vegas



Hosted By

Nathan Adelson Hospice

4131 University Center Drive (Administrative Building) • 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: October 23-25, 8:15 a.m. – 4 p.m. (2 p.m. Fri.)

*Early bird rate ends Sept. 30, 2024. Conference 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

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



ADMISSIONS PROFESSIONALS 1-DAY CONFERENCE

For nurses and other professionals who present hospice services

Our engagement strategies will increase your conversion rates and client 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

Non-Profit & Early Bird* Rate

\$399

Regular rate \$449

Non-Profit & Early Bird* Rate

\$399

Regular rate \$449

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