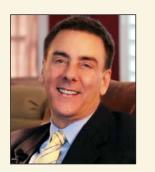


CONFERENCE FACULTY

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

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SPRING 2025 HOSPICE MARKETING, INTAKE **& ADMISSIONS CONFERENCES** LAS VEGAS | APRIL 28 - MAY 2 AUSTIN | MAY 19-23

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

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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

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Hosted By Nathan Adelson Hospice

4131 University Center Dr. (Administrative Building) | Las Vegas, NV 89119

Intake 1-Day Conference: April 28, 8:15 a.m. – 4 p.m. Admissions 1-Day Conference: April 29, 8:15 a.m. – 4 p.m. Marketing 3-Day Conference: April 30 – May 2, 8:15 a.m. – 4 p.m. (2 p.m. Fri.)

*Vegas early bird rate ends April 7, 2025. Conference registration opens at 8:15 a.m.

May 19–23, 2025 | Austin



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Can't join us? Check out MyHospiceUniversity.com to access our online webinars & video trainings. For inquires, please contact Hospice University, not the host hospices.

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Hosted By

Hospice Austin

Westover Hills Church of Christ | 8332 Mesa Dr. | Austin, TX 78759

Intake 1-Day Conference: May 19, 8:15 a.m. – 4 p.m.

Admissions 1-Day Conference: May 20, 8:15 a.m. – 4 p.m.

Marketing 3-Day Conference: May 21-23, 8:15 a.m. - 4 p.m. (2 p.m. Fri.)

*Austin early bird rate ends April 28, 2025. 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.

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

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