



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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Intake	\$399	\$399	\$449
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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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Orlando, FL 32806

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PLEASE ROUTE TO:

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

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?**



Your hospice program will only succeed in the future if you take steps toward that success now.

With mergers and acquisitions on the rise, it's challenging to compete in today's healthcare climate. Hospice University is here to help. Our conferences can get your team engaged, give them the tools to succeed, and teach them how to stand out from the competition!

Hope is not a strategy. Join us and learn the art of selling hospice!

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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

Join Our Email List and Get a Free Hospice University Webinar!



Join our email list to receive the latest Hospice University updates, and we'll send you access to one of our most popular webinars. Simply scan the QR code to the left or visit MyHospiceUniversity.com/contact-us to sign up. Offer ends June 30, 2025.



Non-Profit & Early Bird* Rate
\$1,299*
Regular rate \$1,399

Attend all week and save!
Early Bird Week Rate \$1,499*
(*\$1,799 after early bird deadline)

April 28 – May 2, 2025 | Las Vegas



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



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

Non-Profit & Early Bird* Rate
\$399
Regular rate \$449



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

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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Register Today!
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