

15TH ANNUAL HU BOOT CAMP

Training Sales/Marketing
Professionals for Success



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

LAS VEGAS | MAY 4–8, 2026

Ready to grow your hospice in today's competitive market?

Join us at Hospice University Boot Camp, where we train hospice professionals to become ultimate powerhouse market leaders. This high-intensity training will help you sharpen your sales skills, strengthen your professional presence and build your confidence with referral partners. You'll learn real-world techniques to toughen your competitive edge and exceed your business development goals.

Suit up, and get in the game. Your growth mission starts here!

HOSPICE UNIVERSITY
hospice marketing simplified

Register now at MyHospiceUniversity.com



MARKETING PROFESSIONALS

3-DAY TRAINING

Non-Profit & Early Bird* Rate

\$1,299*

Regular rate \$1,399

We know your opportunities and challenges. We've successfully hired, trained and coached more than 3,000 marketing and admissions professionals, for non-profit and for-profit organizations. Our strategies work!

Training Program

- 12 Ways to Grow Your Hospice
- Medicare: The Good, the Bad and the Ugly
- Selling with Data
- 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



INTAKE PROFESSIONALS

1-DAY TRAINING

For intake coordinators and other professionals who process referrals

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

Non-Profit & Early Bird* Rate

\$399

Regular rate \$449

Training Program

- 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 TRAINING

For nurses and other professionals who present hospice services

Our engagement strategies will increase your conversion rates and client satisfaction!

Non-Profit & Early Bird* Rate

\$399

Regular rate \$449

Training Program

- 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 at MyHospiceUniversity.com

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



Register today! *Early bird rates for Las Vegas end April 13, 2026.

May 4–8, 2026 in Vegas

Hosted By

Nathan Adelson Hospice

4131 University Center Drive (Administrative Building)
Las Vegas, NV 89119

Intake 1-Day Training

Monday, May 4, 8:15 a.m. – 4 p.m.

Admissions 1-Day Training

Tuesday, May 5, 8:15 a.m. – 4 p.m.

Marketing 3-Day Training

Wednesday – Friday, May 6–8
8:15 a.m. – 4 p.m. (2 p.m. Fri.)

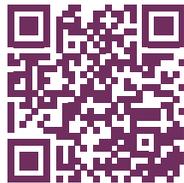
Event registration opens at 8:15 a.m.

Free Boot Camp Tickets with HU Yearly Membership

Subscribe to a Hospice University yearly membership, and receive **2 free tickets to each Boot Camp Training** in Las Vegas this spring. That's 2 tickets to Intake, 2 tickets to Admissions, and 2 tickets to Marketing.

Set your team up up for success! Join now to access expert resources, training, support and strategies. With an HU yearly membership, you and your team will have 24/7 access to our sales training videos, as well as pre-recorded webinars and companion guides.

Scan this QR code or visit myhospiceuniversity.com/members to learn more about our yearly membership.
Offer expires May 1, 2026.



Here's What Participants Are Saying about HU Boot Camp

“Loved the content! Great coaching on how to speak about hospice and sales. I loved that it reinforced some things that we are doing right and gave ideas on how we can improve on areas that need work.”

“The instructor was engaging with all the participants in the group, and he was able to address our questions. He kept it real.”

“Frank is an awesome storyteller! He brings real-world scenarios that making learning enjoyable. I learned so much.”

All attendees receive a Hospice University training certificate recognizing their professional development.

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

1-888-612-0008 | contact@myhospiceuniversity.com



BOOT CAMP TRAINER

Trainer 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 Boot Camp Rates

Register now & save with special discounted rates!

	Early Bird*	Non-Profit	Regular
Week-long Training** <i>Intake, Admissions & Marketing</i>	\$1,499	\$1,499	\$1,799
Intake 1-Day Training	\$399	\$399	\$449
Admissions 1-Day Training	\$399	\$399	\$449
Marketing 3-Day Training	\$1,299	\$1,299	\$1,399

* *Early bird rate ends April 13, 2026.*

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

Pay online with credit card: MyHospiceUniversity.com/conferences

Pay by check and save 5%: Visit MyHospiceUniversity.com, email us at contact@myhospiceuniversity.com or call 888-612-0008 for details.

Cancellation Policy: Registration is non-refundable. In the event of a cancellation, registration fees may be applied to a future Hospice University training, service or membership.

Can't join us for HU Boot Camp in Vegas? Go to MyHospiceUniversity.com to access our online webinars & video trainings.