

15TH ANNUAL FALL

HOSPICE MARKETING, INTAKE & ADMISSIONS BOOT CAMP

VEGAS | CINCINNATI | SAN ANTONIO



**Get 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 sales and marketing leaders. Sharpen your sales skills, strengthen your professional presence and build your confidence with our high-intensity training.

You'll walk away with the tools, confidence, and tactical mindset to win referrals, build lasting partnerships and dominate your market.

Suit up, and get in the game!

Purchase 2
weeklong tickets
and receive a
**Free HU Annual
Membership!**
(a \$3,999 value)

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)



Las Vegas | October 19-23, 2026

Hosted By

Nathan Adelson Hospice

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

Intake: Oct. 19, 8:15 a.m. – 4 p.m.

Admissions: Oct. 20, 8:15 a.m. – 4 p.m.

Marketing: Oct. 21-23, 8:15 a.m. – 4 p.m. (Friday ends at 2 p.m.)

**Early bird rate ends Sept. 28, 2026.*

Cincinnati | October 26-30, 2026

Hosted By

Mahogany Home Health and Hospice

2400 Reading Road, Suite 139, Cincinnati, OH 45202

Intake: Oct. 26, 8:15 a.m. – 4 p.m.

Admissions: Oct. 27, 8:15 a.m. – 4 p.m.

Marketing: Oct. 28-30, 8:15 a.m. – 4 p.m. (Friday ends at 2 p.m.)

**Early bird rate ends Oct. 5, 2026.*



San Antonio | November 9-13, 2026

Hosted By

Guiding Light Hospice

Energy Plaza, 8610 N. New Braunfels, Suite 701, San Antonio, TX 78217

Intake: Nov. 9, 8:15 a.m. – 4 p.m.

Admissions: Nov. 10, 8:15 a.m. – 4 p.m.

Marketing: Nov. 11-13, 8:15 a.m. – 4 p.m. (Friday ends at 2 p.m.)

**Early bird rate ends Oct. 19, 2026.*

Free HU Membership with 2 Weeklong Tickets

Purchase 2 weeklong Fall 2026 HU Boot Camp tickets and receive **a free Hospice University Annual Membership!** That's access to our complete library of video trainings and recorded webinars for 365 days — **a \$3,999 value.** Scan this QR code or visit myhospiceuniversity.com/members to learn more about our annual membership.



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

Early Bird Discount: Register Now and Save!

	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 rates end 09/28/26 for Las Vegas, 10/05/26 for Cincinnati and 10/19/26 for San Antonio.*

***Weeklong 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, Cincinnati or San Antonio? Check out our online hospice sales training at myhospiceuniversity.com/members and gain access to expert resources, training, support and strategies.

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