

Back to the Future of Hospice

Sales and Marketing

A 5-part
webinar
series from
Weatherbee
Resources

Over the past 20+ years, the sales and marketing strategies used by hospice organizations have changed dramatically – the end-of-life care once solely provided by volunteers has grown into a multi-billion-dollar business! Despite the evolution of hospice sales and marketing strategies over time, many hospice organizations continue to fall short in meeting their primary goal of empowering terminally ill patients and their families to choose comfort over cure so a patient can focus on living the last days, weeks, or months of life to the fullest.

Weatherbee's 5-part series **"Back to the Future of Hospice Sales and Marketing"** will offer new sales and marketing strategy for hospices sales professionals and hospice executives. Attendees will be prepared to immerse themselves in community hospice education and engagement activities in order to capitalize on "grass roots" sales efforts and partner professionally with other healthcare providers in a patient-specific, solution-driven manner.

Solution-Driven Sales to Healthcare Professionals

Explores a consultative and solution-driven sales model specifically designed to engage physicians, hospital staff, nursing facility staff, and other community healthcare providers to identify hospice as an "early" solution / intervention when traditional medical treatment is no longer effective and/ or the patient/family's goals of care change.

Returning to the Grass Roots of Hospice Growth: Community Education and Engagement

This course re-introduces the "grass roots" census growth technique via direct-to-consumer engagement and education. By directly connecting the hospice sales professional and the future hospice consumer (or family decision maker), referrals are generated as a result of the relationship formed within civic organizations, houses of worship, chambers of commerce, senior centers, and other professional/personal gathering opportunities.

Generational Selling

In today's multi-generational workforce, it is vital to be able to sell to and speak the language of every generation. This course explores the generational-specific considerations for sales and marketing team members, referral sources, hospice decision-makers, patients, and other healthcare partners. Also, this course includes real-life examples of how generational differences in communication and follow-up can lead to sales success (or failure). This webinar also dives a little deeper into the "millennial generation" and "Gen Z" with information that is promising for the future of the hospice industry.

Mastering Customer Engagement and Follow-up

Once a hospice sales professional has engaged a potential referral source, the follow through and future delivery of exceptional patient care will determine the future success or failure of the referral relationship. A great customer service experience will result in future referrals from patients/family members, community members, and referral sources. This course details the art and science of customer engagement, including the hospice sales professional's follow-up and follow through.

Time Management for the Sales Professional

Successful implementation of a new sales and marketing strategy is largely dependent on the sales person's ability to constantly evaluate return on investment and adjust his/her time accordingly. In other words, the sales professional must spend the greatest amount of time each day, week, and month nurturing the relationship(s) that are likely to result in a steady and predictable pattern of hospice referrals. This webinar teaches the requisite skills for territory, task, and customer management to ensure long-term sales success.

Webinars presented on five consecutive Wednesdays, October 2 - 30, 2019 at 1pm ET / Noon CT / 11am MT / 10am PT.

Register today \$795 per login <https://education.hospicecompliance.com/products/hospice-sales-webinar-series>

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In the early years of hospice, sales and marketing efforts were largely covert and included “soft” sales techniques; instead of “selling” hospice, most hospice growth occurred as a result of extensive community outreach and education regarding the Medicare Hospice Benefit. The newfound opportunity for Medicare beneficiaries to die peacefully at home with hospice care was an “easy” sell since most deaths occurred in hospitals prior to Congressional funding of the Medicare Hospice Benefit.

Several years later, hospice organizations shifted away from “educational” sales strategies and progressed toward “intentional” sales strategies focused on compelling physicians, hospitals, facilities, and other referral sources to exclusively refer patients to a particular hospice. Interestingly, this sales and marketing transformation occurred unexpectedly once hospice organizations began to hire former pharmaceutical sales representatives following massive pharmaceutical sales layoffs during the late 1990s. Once these “hard sell” strategies were widely adopted by hospice agencies across the country, census numbers began to boom, new hospices flooded the market, and “the rest is history.”

In recent years, hospice organizations have faced a myriad of new challenges including, but not limited to stagnant census numbers, Medicare reimbursement changes, lower profit margins, shorter lengths of stay, increased competition, and increasing payment-related scrutiny. In response, hospice organizations are attempting to leverage sales and marketing strategies in an effort to positively impact the “business of hospice” (e.g., palliative care, “transitions programs”, CAP liability, length of stay, provision of the General Inpatient (GIP) and Continuous Home Care (CHC) levels of care, etc.). Sadly, there are many traps for the unwary and even the most well-intentioned hospices are now finding themselves in the crosshairs of referral source and/or beneficiary inducement or the False Claims Act.

During the month of October 2019, Weatherbee Resources will offer this “live” 5-part webinar series **“Back to the Future of Hospice Sales and Marketing”** to share a new sales and marketing strategy for hospice sales professionals and hospice executives. This new sales strategy is designed to 1) generate new hospice referrals by returning to the “grass roots” of hospice growth through active community education and engagement; and 2) highlight the “hospice solution” when partnering with other healthcare professionals including physicians, facilities, and other community healthcare resources. Each webinar includes real-life tools for success and will prepare each attendee to implement the new sales and marketing strategies immediately. At the conclusion of the 5-part webinar series, the attendees will be prepared to immerse themselves in community hospice education and engagement activities in order to capitalize on “grass roots” sales efforts and partner professionally with other healthcare providers in a patient-specific, solution-driven manner.

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