



## A S P I R E

### PHYSICIAN REFERRAL DEVELOPMENT PROGRAM

What are your greatest challenges in convincing physicians to refer patients to your hospice – especially as early as they should? Finding the right solutions can have a profound impact on your ADC and LOS.

Transcend, the leader in effective hospice marketing, will help you position your organization as the community's preferred provider of hospice care and, most importantly, build business by establishing and/or strengthening mutually beneficial referral relationships.

In the face of increasing competition, many hospice organizations are focusing more time and energy on the "business" side than ever before. Where once word-of-mouth and occasional visits to referral sources were all you needed to maintain a steady stream of patients, successful hospice professionals now must possess both a compassionate heart and a marketer's savvy.

The **Physician Referral Development Program** arms physician liaisons (and other staff members charged with managing referral relationships) with the knowledge and confidence to show physicians how *your* hospice is uniquely qualified to meet the needs of their patients and their practice. Participants are trained on *branded* sales tools\*, which can be customized for *your* market and *your* hospice. This two-and-a-half day intensive workshop covers how to:

- More effectively engage physicians and other referral sources
- Understand and uncover their needs
- Communicate key messages with more impact
- Build productive, long-term relationships that will result in increased referrals
- Coordinate efforts with other members of your team for integrated assessments and admissions

*"Following this training program, our account management team has experienced success with increased referrals and admissions. The Transcend research and evidence-based approach presents effective, customization advantages for our specific brand."*

**Mark Murray**, President/CEO  
Center for Hospice Care  
South Bend, IN



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Just as hospice professionals know it takes a blend of resources to best meet an individual's needs, the **Physician Referral Development Program** combines data-driven materials with expert training to address the unique needs, and overcome specific challenges or objections, of your referral sources.

#### BRANDED SALES TOOLS

We develop data-driven sales tools your team can repeatedly use. The branded tools are an integral part of the workshop itself as participants receive hands-on instruction with the materials they will use in the field\*:

- Conversation Starters – Sets of 10 data-driven and branded cards that concisely communicate evidence-based benefits of referring to your organization
- Referral Pads – 1,000 branded referral sheets (40 pads of 25 sheets)
- Chart Indicators – 250 branded chart indicators for each of the following disease states: cardiovascular disease, chronic respiratory disease, cancer, renal disease, dementia and non-specified debility

These custom, proprietary materials will give you a unique, competitive advantage in your market.

#### CUSTOMIZED CURRICULUM

Prior to the training, Transcend talks with key leadership to gain a full understanding of your current initiatives, strengths and challenges, as well as short/long-term goals. With that knowledge in hand, Transcend will train your staff in the Twelve Techniques to enhance referrals:

- Setting goals
- Targeting partnerships
- Planning
- Branding and differentiation
- Cultivating the relationship
- Approaching office staff
- Initiating the conversation
- Using features and benefits
- Probing
- Handling objections
- Closing
- Following up

*"My goal for this training was to enhance our current efforts by implementing a more formalized approach to the process of obtaining referrals for increased census. I am confident we now have a system we can implement to meet our needs."*

**Christine Gorey**, Director of Marketing  
HMC Hospice of Medina County  
Medina, OH



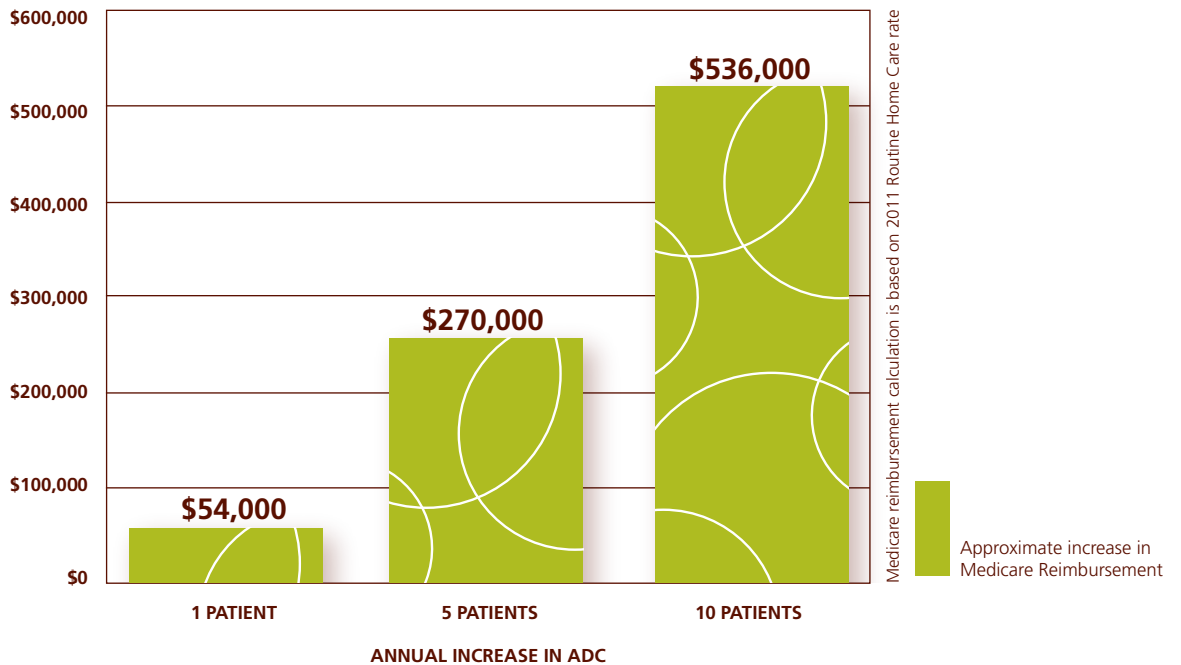
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**EXPERIENCED INSTRUCTION**

With more than 25 years of experience in sales, training and healthcare, **Kelly Brooks, RN, BSN, Director, Physician Marketing** is distinctly qualified to lead this workshop. Prior to going into nursing, Kelly sold insurance products to physicians. As an RN, she designed and taught courses to young parents. She also has been responsible for end-of-life care and for the development and cultivation of a network of more than 175 community professionals.

Most recently, she served as the executive director of a nonprofit regional cancer support services agency. Kelly was responsible for guiding a staff of 29 in developing and nurturing successful partnerships with area hospices, health systems, hospital administrators, medical clinics, physician groups and other related nonprofit organizations. She also established and cultivated a 20-member Medical Advisory Council to encourage physician involvement and created a community cancer collaborative to provide training, networking and resource sharing opportunities for healthcare professionals.

**PHYSICIAN REFERRAL DEVELOPMENT PROGRAM BOTTOM LINE RESULTS**



Transcend Hospice Marketing Group is a leading marketing public relations firm focused solely on promoting hospices. We help hospice organizations increase ADC and LOS, which generates more revenue to fund their mission. Learn more at [Hospice-Marketing.com](http://Hospice-Marketing.com).

**Ready to build your business?** Call Kelly Brooks at 419.241.2247 to see how Transcend can meet *your* needs!