



## A S P I R E

### **PHYSICIAN REFERRAL DEVELOPMENT PROGRAM SUMMIT**

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 Summit** 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. 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



## TRANSCEND

Just as hospice professionals know it takes a blend of resources to best meet an individual's needs, the **Physician Referral Development Program Summit** 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

Participants are trained on how to use appropriate sales tools to enhance engagement with referral sources. As an option after the training, we can develop branded, data-driven sales tools your team can repeatedly use.

- Conversation Starters – Sets of 10 data-driven and branded cards that concisely communicate evidence-based benefits of referring to your organization
- Referral Pads – Pads of branded referral sheets
- Chart Indicators – 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 Summit attendees 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 attendees in the 12 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

*"This program exceeded all of my expectations. It created a new level of excitement for me. Kelly was incredible. She taught me so many strategies that will definitely set me apart from competitors. I feel confident that this program has provided me with the skills to create relationships that will be meaningful for our referral sources, our organization and ultimately our patients!"*

**April Camp**, Physician Liaison  
Heyman HospiceCare at Floyd  
Rome, GA



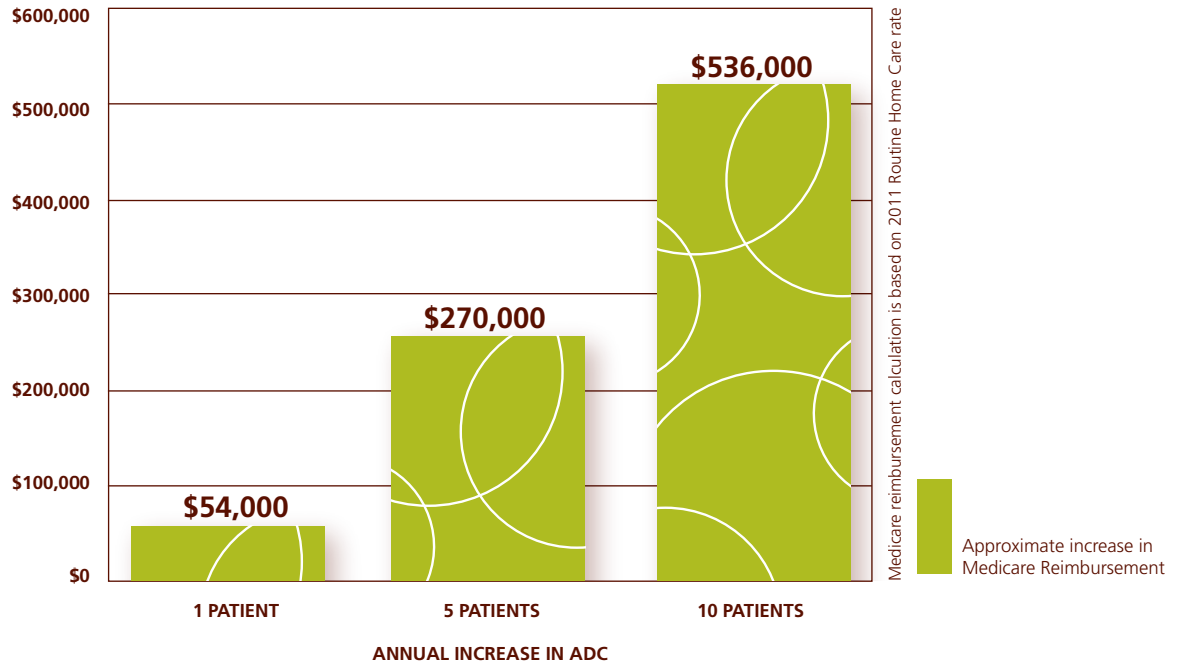
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**EXPERIENCED INSTRUCTION**

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**



**Ready to build your business?** [Click here](#) for upcoming Summit dates and to register, or contact us at [kbrooks@hospice-marketing.com](mailto:kbrooks@hospice-marketing.com) for more information.

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).