

TRANSCEND



HOSPICE MARKETING GROUP

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Top Transcend Executives to Speak at NHPCO's 2nd National Conference on Access

HOLLAND, OH -- Increasing access to hospice and palliative care is a top-of-mind priority to the organizations providing those services. Martha Vetter, president, and Stan Massey, partner/executive vice president, strategic planning for Transcend Hospice Marketing Group, have insights on how effective marketing can help achieve access goals. The team has been selected to present their knowledge and advice at NHPCO's 2nd National Conference on Access in Minneapolis on August 18.

"We've found that increasing access begins with increasing awareness about the full array of care that hospice provides," Martha said. "A lot of misperceptions about hospice care are prevalent, and when families learn the truth they are typically much more willing to at least ask about how hospice may be able to help them."

"The name of this year's conference is 'Obstacles, Options and Opportunities' which is very relevant to the role marketing can play," Stan said. "A sound approach to marketing will help hospice organizations identify specific obstacles, offer the options that are achievable and affordable for their program, and open the door to opportunities for growth."

Martha and Stan will be discussing the details of why marketing matters, how to promote hospice care with dignity and how to differentiate a hospice program in a competitive marketplace. Their presentation will include a real-world case study of how a strategic marketing plan helped an already successful hospice program grow significantly in admissions, length of stay, number of patient days and revenue. In addition to the NHPCO Conference, Transcend also has been invited to present in Michigan, Florida, Idaho and Indiana.

About Transcend

Transcend Hospice Marketing Group is a division of R/P Marketing Public Relations, a full-service marketing public relations firm. With a seven-year track record of successfully promoting hospice care, Transcend is attuned to the distinct needs of marketing hospice organizations. Transcend currently services clients in Ohio, Florida and California and is devoted 100% to tailoring its services to fit the brand, market and budget of each hospice client. For more information visit www.TranscendHospiceMarketing.com.