



For Immediate Release
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National Hospice Marketing Survey Reveals Common Challenges

HOLLAND, OH -- Transcend Hospice Marketing Group has released the results of a national survey reviewing the state of hospice marketing among participating organizations. More than 100 respondents from hospices large and small shared their perspectives and opinions – and revealed that, regardless of size, many hospices are facing similar challenges and obstacles when it comes to effectively promoting their care.

Survey respondents, including hospices with an average daily census of less than 50 to more than 500, ranked the same challenges in their top three (although not necessarily in the same order). The top challenges included how to know if their marketing plan is working, securing funding for marketing, and negotiating and buying media.

“Our research showed consensus about the increasing importance of marketing for hospice, and most respondents agreed there are differences between promoting hospice and promoting general health care,” said Laila Waggoner, partner/executive vice president, research for Transcend Hospice Marketing Group. “We learned hospices of all sizes have some very common ground for their greatest challenges and concerns. As a resource to help hospice organizations promote their care with dignity, Transcend will use this information to help us prioritize areas of education within the industry.”

The survey results identify and quantify a variety of other interesting observations and opinions from hospices from across nation. [Click to see the full report.](#)

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.