

# TRANSCEND



HOSPICE MARKETING GROUP

## **For Immediate Release**

**July 16, 2008**

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### **Firm Specializes in Providing Marketing Services to Hospice Organizations Across the Country**

**HOLLAND, OH** -- R/P Marketing Public Relations has launched a new division, Transcend Hospice Marketing Group, dedicated entirely to the special needs and challenges of promoting hospice care with dignity.

"Even though Transcend is a new division, marketing hospice care effectively is not new to our staff," said Martha Vetter, president. "In fact, our team at Transcend offers more than seven years of hands-on hospice marketing experience and a strong track record of producing great results for our hospice clients."

As an offshoot of a full-service marketing public relations firm, Transcend has a broad perspective on how to successfully connect with a variety of audiences. "Our team has decades of experience in marketing many aspects of health care to patients, families, physicians and other referral sources," Martha said. "Our familiarity with overall health care marketing helped us realize that promoting hospice care is actually quite different than any other segment of the industry – and we created a new division to address those differences."

Through its research, the Transcend team has identified a number of common misperceptions about hospice care that exist in markets across the nation. "Our society in general still has such a stigma about discussing end-of-life, it's not too surprising that people don't really understand hospice care," Martha added. "One of the greatest services Transcend provides is identifying specific misperceptions in a market, educating audiences about the facts and helping them understand the beautiful philosophy and advantages of hospice."

Transcend offers an inclusive scope of services, from market research and planning to creation of complete campaigns to helping board members understand the value of marketing. "We show how hospice programs can be promoted with dignity," Martha said, "and we explain the measurable returns on investment our clients have enjoyed. That usually gets the board's attention."

The focused approach of Transcend has helped hospice organizations realize significant gains in such vital areas as admissions, length of stay, number of patient days and revenue. "Our hospice clients already do a fantastic job of providing compassionate care," Martha said. "Transcend helps spread the word about what they're doing, which brings more families into their program, which helps generate the revenue to continue providing outstanding care."

### 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](http://www.TranscendHospiceMarketing.com).