

Table of Contents

Chapter 1: Technology And Marketing: Using the Web, TV, and Radio To Spread The Word	
How To Best Use Your Hospice Web Site	5
How To Market Hospice To Local, Long-Distance Caregivers Via The Web	8
Elizabeth Hospice’s Website Meets Technological Needs Of Community	9
TV Ads Aren’t Cheap – But They Can Be Effective For Hospices	11
Case History: When The TV Crews Call Your Hospice	13
Podcasting Provides Name Recognition And Other Benefits To Healthcare Organizations	14
Hospice Radio Grows In Popularity Among Internet Listeners	16
Visiting Nurse Service Of New York Holds Film Contest Featuring Hospice Patients . .	17
Viral Marketing: Using The Public To Spread The Word About Your Hospice	18
Chapter 2: ‘Scanning The Horizons’: Knowing Your Market & Yourself	
Hospices Urged To “Scan The Horizon” To Know Their Markets	21
Thinking With A Business Mindset Will Take Hospice Far	22
How Hospices Can Stand Out By Using Specifics, Rather Than Generalities	23
Awareness Of Strengths And Weaknesses Can Improve Hospice Marketing Efforts . .	25
How To Market Hospice Without Breaking The Bank	26
Defining The Role Of Staff In Hospice Marketing	27
Best Practices In Hospice Marketing	29
Chapter 3: How To Market Toward Increasing Referrals	
“It’s About Them” Approach To Increasing Referrals	32
Look Through “Customers’ Eyes” For Hospice Referrals	34
Using Hospice Websites To Improve Referrals	36
Legal Context For Hospice Marketing	38
Chapter 4: The Benefits Of Partnership: Teaming with Adult Day Services & Nursing Homes	
Successful Partnerships Between Hospice And Nursing Homes Can Be Created	41
How Hospice Programs Benefit By “Partnering” With Adult Day Care Programs	42
Hospice Providers Choose Collaboration Over Competition	45
Chapter 5: Marketing Towards Diversity	
Reach Outside Of Your Comfort Level To Promote Diversity For Your Organization . . .	47
Media Can Reach African-American, Hispanic Communities With Hospice Message . .	48
Reaching Out To The Hispanic Community	50
Latino Knowledge And Use Of Hospice Limited	51
Chapter 6: “This Works”: More Facility Examples of Successful Strategies	
Management Clinic: How Hospice Of Northwest Ohio Developed A Successful Marketing Plan	54
Haven Hospice’s ‘Commitment To Caring’ Initiative Demonstrates Client Increase	60
Adversity Allows Arbor Hospice To Strengthen Itself	62
From the Heart and Not the Head: Getting the Word Out About Hospice, A Marketing Guide, <i>Part 1</i>	64
Getting the Word Out About Hospice, A Marketing Guide, <i>Part 2</i>	66
What Color Is Your Ocean? A Hospice Marketing Guide, <i>Part 3</i>	68
Sources	64
About Health Resources Publishing	65