

# HOSPICE REFERRALS AND ADMISSIONS BOOT CAMP

Grow Your Admissions with Legendary Results!

Dallas, Texas

November 5th & 6th, 2008



**POLLY REHNWALL** and **MICHAEL FERRIS** are the nation's leading experts on hospice sales, referrals and admission management. Now you and your team have the chance to attend a two-day Bootcamp jam-packed with great tips on how to supercharge your hospice referrals and admissions.

## YOU'LL LEARN HOW TO:

- ✓ Improve your conversion rate by at least 10 percentage points
- ✓ Reduce your total visit and data entry time to 2 hours
- ✓ Convert "not ready yet" referral calls to admission visits
- ✓ Help families in crisis make a hospice choice
- ✓ Decrease response time from referral to admission
- ✓ Improve your nurse retention rate by decreasing non-clinical tasks at admission
- ✓ Cultivate and Protect Key Referral Relationships
- ✓ Build a World Class Hospice Sales Team



DAY 1 - NOVEMBER 5, 2008

**Keep the Phone Ringing!**

8:00-9:30	Registration
9:30-10:45	Sales, We Never Had to Do That Before! Harness the Power of Mission and Pride
10:45-11:00	Break
11:00-Noon	Nine Part Hospice Formula for Success
Noon-1:00	Lunch
1:00-2:15	Teach Key Skills: Handling Objections, Gaining Commitment and Needs Assessment
2:15-2:30	Break
2:30-3:30	Put it All Together: Know Your Numbers, Manage the Team and Maximize Results
3:30-4:00	Questions and Answers

**WHAT YOU WILL LEARN:**

- ✦ How to help hospice nurses, liaisons, referral center staff and sales people tell your story effectively
- ✦ Positioning your hospice to get more patient referrals and get them earlier
- ✦ Asking for patient referrals, handling of objections that come up and gaining commitment
- ✦ Discover how to harness the power of asking strategic high quality questions
- ✦ Hiring, retaining and managing liaisons, sales representatives and customer service representatives
- ✦ Strategies to maximize the return on investment from your sales and marketing program

DAY 2- NOVEMBER 6, 2008

**AdmitRight!**

9:00-9:30	Registration
9:30-10:45	Referral call management (Part 1)
10:45-11:00	Break
11:00-Noon	Referral call management (Part 2)
Noon-1:00	Lunch
1:00-2:15	Admission management (Part 1)
2:15-2:30	Break
2:30-3:30	Admission management (Part 2)
3:30-4:00	Questions and Answers

**WHAT YOU WILL LEARN:**

- ✦ Program to customer focus changes
- ✦ AdmitRight process
- ✦ Tracking results
- ✦ Consumer call management
- ✦ Referral call flow
- ✦ Handling caller barriers to scheduling
- ✦ Visit scheduling basics
- ✦ Professional referral call management
- ✦ Registration rep model
- ✦ Performance criteria
- ✦ Visit process
- ✦ Effective opening phrases
- ✦ Nutshell program description
- ✦ Handling objections and barriers
- ✦ Visit don'ts
- ✦ Time management

**ATTEND EITHER DAY, OR BOTH:**

	Tuition	Tuition + DVD	DVD Only
Single day, one person	\$249	\$449	\$249
Both days, one person	\$399	\$599	\$399

**Additional Attendees from Same Organization, Second Person and More Pay:**

Single day	\$199 per person
Both days	\$299 per person

# ABOUT THE EXPERTS

## ⊕ ABOUT POLLY REHNWALL

Polly has been a national healthcare consultant specializing in marketing strategy, referral development, admission management and customer service since 1993. She's helped over 100 healthcare providers maximize their performance by applying the strategies of customer-focused industries to hospice and home care. She is the national expert in referral center management and admissions processes with countless success stories. Polly is a much requested, frequent speaker at national hospice and home health conferences. You will learn from the master!



## ⊕ ABOUT MICHAEL FERRIS

Mike is the Director of the Marketing, Sales and Customer Service Consulting Division for Simone Consultants. He has been a leading industry resource for hospice and home care professionals for over 10 years. Specializing in sales, marketing, and customer service coaching, training, and consulting specifically for home health and hospice agencies, his expertise enables agencies to capitalize on the opportunities in their market. Mike and his team have trained over a thousand hospice and home care professionals to grow referrals, build relationships and compete to win!



## ⊕ ABOUT SIMIONE CONSULTANTS

Simione Consultants understands the changing and diverse business needs of home care and hospice organizations. More than 800 home care organizations have trusted our team of experts to get them through the challenges of yesterday and today, and to gain the leading edge for tomorrow. We provide expert assistance to hospital-based and hospital-affiliated agencies, visiting nurse associations, hospices, small proprietary agencies, and large national chains. The size, capabilities and commitment of our uniquely qualified consulting staff offer unparalleled industry insights and innovative yet practical solutions. Our track record of engagements with successful client outcomes is unmatched.

*"After working closely with Mike Ferris and Polly Rehnwall over the last 3 years, our referrals have grown significantly and our conversion rates improve each month. Our customer satisfaction is currently a notable 97.1%. Their consulting, coaching, and support have been critical to our success."*

—WILLIAM DEARY, III,  
CEO of Great Lakes Home  
Health and Hospice and HME

## SPECIAL OFFER FOR ATTENDEES AT THIS ADMIT RIGHT BOOTCAMP ONLY:

The First Attendee from each Company receives a complimentary two volume set of books!

New from Michael Ferris and Polly Rehnwall: Two Volume Set  
Legendary Results: Managing Referrals and Increasing Admissions  
Vol. 1: Referral Management  
Vol. 2: The Admissions Process

Order Yours Today at [www.Simione.com](http://www.Simione.com)

Order one or both! Each volume is \$129 each  
or the two volume set for \$198



## ADMITRIGHT BOOT CAMP REGISTRATION

BOTH DAYS	NAME	EMAIL	TUITION ONLY	TUITION + DVD	EXTENSION
First Attendee			\$399	\$599	
Second Attendee			\$299	\$499	
Third Attendee			\$299	\$499	
SINGLE DAYS	NAME	EMAIL	TUITION ONLY	TUITION + DVD	EXTENSION
First Attendee Day 1 <input type="radio"/> Day 2 <input type="radio"/>			\$249	\$449	
Second Attendee Day 1 <input type="radio"/> Day 2 <input type="radio"/>			\$199	\$399	
Third Attendee Day 1 <input type="radio"/> Day 2 <input type="radio"/>			\$199	\$399	

SUBTOTAL \$

QUANTITY	BOOK TITLE	PRICE	EXTENSION
	Legendary Results: Managing Referrals and Increasing Admissions Vol. 1 Referral Management	\$129	
	Legendary Results: Managing Referrals and Increasing Admissions Vol. 2 The Admissions Process	\$129	
	Legendary Results: Managing Referrals and Increasing Admissions Two Volume Set – Get Both Books for One Low Price!	\$198	
	Complete AdmitRight™ DVD Set – Both Days – Pre-order Special Pricing	\$399	
	Best Seller! Field Guide to Selling Hospice Services with Legendary Results	\$79	
	SPECIAL OFFER Order 8 copies of the Field Guide to Selling Hospice Services and Receive 2 Free Copies (You pay for 8 and get 10 - \$138 savings!)	\$632	
	Also available! Field Guide to Selling Home Care Services	\$79	
		SUBTOTAL	\$
	AdmitRight Boot Camp Registration Fee (If Applicable)	(See Above)	\$
	Shipping and Handling (\$8.00 for book or DVD orders)	+ 8.00	\$8.00
	Total Charge Amount		\$

### BILLING

### SHIPPING (IF DIFFERENT FROM BILLING)

Name:	Name:
Agency:	Agency:
Address:	Address:
City:                      State:              Zip:	City:                      State:              Zip:

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Yes, Sign Me Up for a Complimentary Sales Leadership E-letter Subscription

### PAYMENT INFORMATION

Visa             
  MasterCard             
  American Express             
  Check attached # \_\_\_\_\_

Number: \_\_\_\_\_             
 Exp: \_\_\_\_\_ / \_\_\_\_\_             
 Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

<b>FOUR WAYS TO ORDER:</b> Online: <a href="http://www.simione.com">www.simione.com</a> By Phone: 800-949-0388 By facsimile: 203-287-1309	By Mail: Simione Consultants 4130 Whitney Avenue Hamden, CT 06518
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