

**Kosciusko Home Care and
Hospice, Inc. (KHCH)
Getting the Word Out /
Generate Awareness in the
Community**

Kosciusko Leadership Academy

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Agenda

- Acknowledgements
- Our topic – Marketing KHCH
- Research
- A framework for marketing KHCH
- Recommendations
- Actions
- Questions

The take-away point of each slide is here.

Acknowledgement

- Company sponsors
- KHCH
- KLA Leadership
- Everyone who shared their experiences.

Many people helped us get where we are today.

Lack of Hospice Knowledge

- 80% of Americans do not think of Hospice as a choice for end of life care.
- 75% do not know that Hospice can be provided at home.
- 90% not aware that Medicare pays for Hospice.

Hospice and home care are services that few people plan for or research.

Home Care Services

- Care provided in the patient's home by health care professionals.
- Examples where needed
 - Rehabilitation, wound care, stroke, fractures, surgeries.
- Services provided
 - Meals, transportation, bathing, dressings.

Services that help families manage a recovery from a multitude of situations.

Hospice Defined

- Provide services for people in the last stages of a terminal illness.
 - Medical, spiritual, family counseling
- Limit pain and improve quality of life.
- Not intended to prolong life.
- Services provided for up to 6 months.

Services that help families manage an end-of-life situation.

Hurdles to KHCH Awareness

- Potential clients do not plan for services until service needed
 - Planning of weddings, college, retirement, major purposes, but not the unexpected cancer, disease, long term illness, accident or death
- Multiple services that clients are not aware of
- Highly regulated due to Medicare reimbursement

Difficult to increase awareness of a service that no one wants to require.

Data Gathering

- Academic studies on hospice marketing
 - *Marketing Hospice More Effectively: Grand Strategies vs Trivial Tactics* - 2001
 - *Hospice Marketing Tools: Using the Internet to your Advantage* - 2002
- Telephone interviews
 - Family members of previous patients
 - Hospice / Home Care businesses in PA, AZ, FL
- Patient Follow-up surveys

Understand KHCH's business and customers as well as similar organizations.

Marketing a Hospice / Home Care Practice

The Marketing Framework

- Patient referrals
 - How a hospice / home care organization generates income
- Understanding how your organization gains patients referrals
- Communicating with referral groups
- Tailor recommendations for KHCH

A simplified approach to view how to increase awareness at a palliative care organization.

Marketing a Hospice and Home Care Practice Customer Flow

- Health care professionals (HCP)
 - Influence those that directly refer patients.
- Self-referring patients
 - Influence patients to select your practice when prescribed.
- Internal referrals
 - Influence home care patients to return for additional home care or hospice care if needed.

Three different paths that a patient can take.

Marketing a Hospice Practice

The unifying message

- Locally based organization
- Strong relationships with other health care businesses
 - Doors open since 1976

“We’re a locally based group that has been providing care for the past 30+ years.”

The unified message to use when addressing each referral group.

Marketing- Health Care Professional (HCP) Referrals

- Build relationships with HCP's
 - One-on-one time with specialists
 - Compete for time
 - Focus on select few
 - Organize information events for local doctors
 - Appoint targeted surgeons to advisory boards
 - Separate from Board of Directors
 - Nursing/Retirement Homes

HCP referrals are most important patient referral group to influence and you will compete for their time.

Marketing-Self-Selecting Patients

- Promote at health fairs
- Local success stories
- Key community leaders
 - Local churches, community and social centers
- Organizations with similar clientele
 - Cross linking through websites
- Paid advertising through local media
 - High risk

The most difficult patient referral group to influence.

Marketing – Internal Referrals

- Educate employees to inform current patients
- Critical to not seem pushy
- Focus on customer service
- Few resources needed

The lowest resource intensive patient referral group to educate

Recommendations

- Connectivity- Select high potential HCP's, specifically cardiology or geriatric.
 - K21 Pavillion
- Internal Education- All employees should be knowledgeable about all services.
- Patient Education- Presence in community through internet, K21, hospitals, family, and churches.

Three specific recommendations to address each of the patient referral groups.

Northener Award

– Our Proposition

- Find a great success story of a local family who was helped by KHCH.
- Film a 60 second story summary
- Use this success story to educate and influence each of the three patient referral groups.

Questions?