

You Are Cordially Invited
To The Most Important
One Day Seminar of this Century

Presented by

hospice  advisors

and



Marketing Through Strategic Relationships

Your Presenters Will Be

Greg	Dan	Jeff	XXXXX
Grabowski	Isard	Harbeson	YYYYY

Marketing Through Strategic Relationships

Our goal is to show funeral home owners how to build their market through proven methods. These methods include a strong dynamic of connecting with hospice programs as well as aftercare and outreach programs. All of these marketing methods center around the concept of providing a “continuum of care” for the deceased and the living. Marketing that focuses on the survivors enduring the end of a life builds a strong relationship with those survivors. We will be demonstrating how to leverage customer behaviors into growth for funeral homes while helping survivors have productive lives.

The funeral consumer of the 21st Century is different from any previous consumer. In fact, customer engagement at all levels is far more complex than in the days when customer relationships were just local and in person. Funeral homes need to find ways to work through relationships with others that exist to benefit the surviving family. Effective funeral marketing results in more calls and more prearrangements.

Knowing how to work with Hospice is one such key relationship. As is the case with end of life choices the preferences of many people are now more strikingly influenced by the hospice philosophy than thirty years ago. So much so that in the US market 45-52% of all deaths today are served by hospice programs! This is all significant as the hospice philosophy has ignited a change in the way patients and their families think about all death rituals.² It is interesting how Hospice has influenced their patients to find a funeral home.

It's revealing that during the same period that hospice programs have grown cremations and life celebrations have also grown as alternatives to traditional burial and death rituals. Savvy companies have engaged this emerging trend by facing changing customer preferences with acuity and reshaped value propositions. Funeral homes that conspicuously avoid addressing new customer preferences may lose market share at a time when each call is necessary.

This workshop is part of a step-by-step marketing and coaching service designed by **Hospice Advisors** and **The Foresight Companies** to assist funeral homes in becoming a relied upon member of the healthcare community in the eyes of local Hospice. It will specifically help funeral business managers build strong sustainable relationships with hospice healthcare professionals and their organizations with a goal of increased hospice call referrals for your funeral business. It will also help the owner/manager learn how to be a benevolent servant to assist survivors learn how to continue life after a loved one's death.

¹ Malcolm Gladwell was a journalist for The Washington Post and later became a staff writer for The New Yorker. In December of 1996 he published an article on the idea of a “tipping point,” the moment when a social trend crosses a threshold and starts to spread like wildfire.

² The opportunity for hospice influence grows as the average length of stay of a hospice patient also continues to grow with average length of stay at 72 days.

The Workshop

This workshop is designed to be a highly engaging and transformative experience centered on the changing funeral home and their ability to provide for surviving families. Marketing is critical today. Focusing on how to unite with other's that are serving the same consumer helps everyone. Hospice is dominating the healthcare relationship with almost half of the decedents. Through this workshop you will establish what specific actions help position you aligned with Hospice providers. It will create a sensible path on how to become a community leader.

- Greg Grabowski from Hospice Advisors, the leading advisor to Hospice owners, will step outside-the-slides and seizes participant attention,
- Dan Isard & Jeff Harbeson from Foresight Companies, the leading financial and management consultants to the profession, will drive home how everyone benefits through collective support.

This program focuses on marketing and joint support of patients and families during the critically emotional end of life stage and the advent of a life as a survivor.

Learning Objectives

Though storytelling, emotion, humor and provocation Greg Grabowski will win participant focus and drive discussions and activities that will reinforce the learning process. Greg draws on his own experience as a hospice expert and artfully incorporates the know-how of noted organizational behaviorists to frame critical topics and deliver what matters for successful action. Upon completion of this workshop motivated funeral professionals should be able to:

- Understand Hospice providers, practices and procedures
- Discover “Why” you do things is more important than “What” you do or “How” you do it
- Determine the commonalities amongst hospice and funeral professionals
- Construct a “Playbook” marketing plan to create a bridge to the Care Community
- Measure the success of partnership/outreach actions
- Establish roots as part of the continuum with hospice and the greater Care Community

Dan Isard and Jeff Harbeson are the cutting edge thinkers of the funeral and cemetery businesses. With their vast experience covering funeral home operations throughout North America they can demonstrate the keys that allow a funeral business to grow profitably. Through this blended event, you will learn from Dan and Jeff:

- How your business is valued
- How adding additional calls directly affects your business cash flow
- The reasons that aftercare programs are appreciated by all generations of survivors
- How to survey your families and get a solid understanding of your value equation
- Why offering quality service programs is the most effective form of marketing
- What you can do, within your budget, to implement these programs

Agenda

8:30 – 8:45 am Welcome, Introductions, Review & Objectives for the Day

8:45 – 9:30 AM Funeral Home Marketing in the 21ST Century

Objective the Foresight Companies will present and lead a discussion on current consumer attitudes in the industry, how they pick funeral homes, key differentiators as well as explaining the opportunity for Organic Marketing Strategic Alliances.

Modules

- Understand the consumer of today and how they choose a funeral home
- Focus on how to increase value with a decreasing average revenue/call
- How does preneed play into the future of funeral service in your town
- The key strategic relationships that can benefit your business

9:30 – 10:15 am Leveraging The Hospice Tipping Point - Learning & Understanding Hospice

Objective discover everything you can about how hospice works and how hospice professionals think. Find out all about the care community organizations and professional providers in your county and surrounding area. Begin to establish goals and targets that make sense for your funeral business.

Modules

- The Hospice Basics & How they are different than traditional healthcare segments
- Ten Things You Must Know About Hospice Professionals
- Why You Can Not Ignore Hospice Organic Growth and Emerging Customer Behaviors. This section includes **Hospice Advisors/Foresight Environmental Report** – Scrapped CMS data for all participants revealing in their community; how many hospices, deaths by hospice, and other important data by county/zip code.
- Of all the deaths in your community and the deaths handled by your hospice providers in your community how many calls did you handle?
- Adding value and cash flow as the result of working in harmony with Hospice
- Importance of Building Bridges

10:15 am – 10:30 Break

10:30 – 11:45 Speak with Meaning - Understanding “Why”, “What” and “How”

Objective Speak with meaning about your fundamental “why” by creating a simple value proposition that will resonate with hospice professionals. Create simple value propositions around all your services including cremation. Learn to create topics of interest to sustain an ongoing conversation with the hospice organizations and professionals in your community.

Modules

- Discover “Why” you do things is more important than “What” you do or “How” you do it
- Determine the commonalities amongst hospice and funeral professionals
- Choose to accept that cremation is a widely held preference with hospice professionals and what you need to counter with
- Understand Hospices “Why”, Understand your gaps and how you can define you “Your Why” to Bridge the Gap and be able to create value propositions around your services that match hospice’s values.
- Begin to think and learn about how to leverage bi-directional and multi-level conversations for each hospice professional – chaplains, social workers, bereavement, nurses, after hours nurses, and executive directors.

11:45 – 1:00 Break/Lunch

1:00 – 2:15 Creating a Bridge to the Hospice Care Community – Creating Your Playbook

Objective create your marketing plans and content strategy for hospice/healthcare community by applying what you have learned about the care community and the service gaps.

Modules

- Building relationships with trust and how to create opportunities to engage hospice/community professionals
- Group brainstorm of tactical ideas for engagement
- Deep exploration of current best practices that have bridged the gap and created exceptional experiences for funeral directors and hospices *
- Provide in-service/ceu training for personnel, invite personnel to aftercare seminars, “Caregiver Award,” special invite and recognition at funeral/memorial services

2:15 – 2:30 Break

2:30 – 3:45 Bringing All Opportunities Together

Objective continued presentation and discussion on alliance points and opportunities such as cemetery, preneed, aftercare/outreach and most importantly how do you bring all these opportunities together to grow your business?

- Why Aftercare and Outreach programs work better than any ad you can buy
- Understand your budget for getting involved in these programs
- Find the staff to work and implement these ideas
- Tying it all together

3:45 – 4:45 Questions & Answers

Objective An open forum of questions and answers provided by the presenters

4:45 – 5:00 Closing Comments by Participants and Evaluation

COST

Hospice Advisors and The Foresight Companies have partnered to create this one of a kind workshop. Foresight is well known within the funeral profession for its funeral “Bootcamps” which create a hard hitting workshop designed to deliver great value, insight and most importantly having each and every funeral director leave with an “actionable” plan.

Registration	Early Bird (now – Sept. 15 th)	Standard (Ends October 31)	Late/On Site
Member Fees	\$375	\$450	\$475
Non-Member Fees	\$450	\$500	\$550

Includes light breakfast, refreshments, coffee, juice, and lunch.
Cancellation with full refund is allowed before 3 days of the event.

The Independent Funeral Group is all about providing great value to its members and to the funeral industry and therefore is pleased to present this workshop at a reduced rate for its members and non-members.

Register by calling 800-426-0165 or going to
www.theforesightcompanies.com/Seminars