



# 11 Tactics to Grow Your Hospice with Hospital Business

*(90-minute webinar – available live or on-demand)*

**Monday, October 4, 2021**

9:00 AM Hawaiian	11:00 AM Alaskan
12:00 PM Pacific	1:00 PM Mountain
2:00 PM Central	3:00 PM Eastern

[Register Here](#)

Take a deep dive on how to drive more referrals, deliver greater value to a hospital, and market your hospice in a unique way. You'll gain 11 specific tools that can be used to work with a hospital and make a difference.

## **AFTER THIS WEBINAR YOU'LL BE ABLE TO:**

- Identify 25 different customer groups in a hospital
- Analyze and understand the opportunities to best serve and work with a hospital to grow your referral base
- Assimilate 11 specific tactics into your practice to serve more hospital patients
- Identify the essential elements to create a Nurse Liaison Program
- Determine the major differentiators that set you apart

## **WEBINAR DETAILS**

Almost everyone works the "middle" (discharge planners, social workers) when looking for opportunities to serve in a hospital. There are, however, many ways to bring value to a hospital, strengthen your referral relationships, and grow your referral base. Hospitals are small cities onto themselves. Understanding the different value propositions that exist in a hospital and its surrounding campus is key for success. Did you know there are over 25 different customer groups in a hospital? This webinar will teach you how a hospital works, and more importantly, how to develop and execute 11 specific tactics to grow and serve more people – even if the hospital has its own hospice!

## **THIS WEBINAR WILL BENEFIT THE FOLLOWING AGENCIES:**

- Hospice

## **WHO SHOULD ATTEND?**

This informative session is designed for owners, senior executives, program administrators, business development directors, marketing/sales staff, nurse liaisons, and account executives.

## **TAKE-AWAY TOOLKIT**

- Examples from the hospital toolkit
- Website references
- PDF of slides and speaker's contact info for follow-up questions

## **MEET THE PRESENTER**

### **Kurt Kazanowski, KazNow Inc. & Hospice Advisors**

Kurt Kazanowski is a Consultant, Speaker, Author and Coach for Hospice and Home Care Organizations. He is a native of Detroit Michigan and has over three decades of experience in the field of Health Care. He received his bachelor's degree from Mercy College of Detroit and practiced as a public health nurse for many years. Today, Kurt is the owner of two successful personal care home health companies, one in Michigan where he lives and the other in Moscow Russia.

As a health care executive and successful entrepreneur, he has helped numerous health care organizations develop the necessary strategies to improve service delivery, grow market share and enhance profitability. Kurt has worked with hospital executives, hospice providers and home care companies in the areas of business development, strategic thinking, sales and marketing as well as executive leadership.

In his 30 years as an executive leader Kurt has acquired a specific set of skills and competencies in creating and executing mission and business objectives, strategy development, marketing, sales, referral, growth and business development tactics, merger and acquisitions, physician relations, forming strategic partnerships between hospices and hospitals and is an authority in functioning as a connector, facilitator and networker.

## **THREE REGISTRATION OPTIONS – WHAT YOU GET**

### **1. Live Webinar Includes**

- Unlimited connections to the Live Webinar for your agency
- Handout and take-away toolkit
- Available on desktop, mobile & tablet
- Presenter's contact info for follow-up

### **2. On-Demand Webinar Includes**

- Recording of the Live Webinar
- Can be viewed anytime 24/7, beginning 2 business days after the Live Webinar
- Handout and take-away toolkit
- Available on desktop, mobile & tablet
- Free Digital Download, yours to keep
- Share link with anyone at your agency
- Presenter's contact info for follow-up

**3.** Purchase the **BOTH Option** to receive all the benefits listed above! Full registration descriptions can be found [here](#).

If you need help with anything, please drop us an email at [support@eewebinarnetwork.com](mailto:support@eewebinarnetwork.com) or call 406.442.2585.