



cooperative

home care & hospice

THE SWEEP Issue 6

This mini-SWEEP is focused on Cooperative Hospice. We've heard some questions about our hospice program! (We love questions.) Jen Ferguson, RN, oversees both hospice and home health. Since August, Jen and her team's first focus was growing & strengthening home health. Now, they'll shift more of that energy to also help hospice grow as we enter 2017. How? Read on for some exciting things happening in our hospice campaign!

Training and Workshops and Blog Posts (oh my!)

WE HAVE HOSPICE, NOW WHAT?



Our first step is to ensure every employee, from field staff to administrative, knows that we have hospice, and also knows what to do with this information. How do you appropriately share information about hospice to someone you personally know? How do we share information about our Cooperative Hospice, like what makes it unique and why people choose us? These and more questions will be answered and shared through our 1st quarter of 2017 as we seek to build new relationships and GROW.

GETTING STARTED

We'll need everyone's help and support as we focus on growing hospice! We also welcome your ideas to add to our growing agenda:

- Enjoy smoothie samples & recipes while you learn hospice FAQs at our upcoming STL caregiver holiday party
- Join sales training to ensure everyone on our sales team (and beyond) has plenty of resources and talking points to share with their many different accounts
- Read and share CooperativeHomeCare.com hospice blogs and social media posts (we're also running a hospice-focused Google pay-per-click campaign)
- HR is adding hospice 101 to the first 5 minutes of every training and orientation, and incorporating hospice information into upcoming inservice agendas
- Attend short and informative 20-minute hospice workshops at convenient locations near you (all employees are welcome)

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