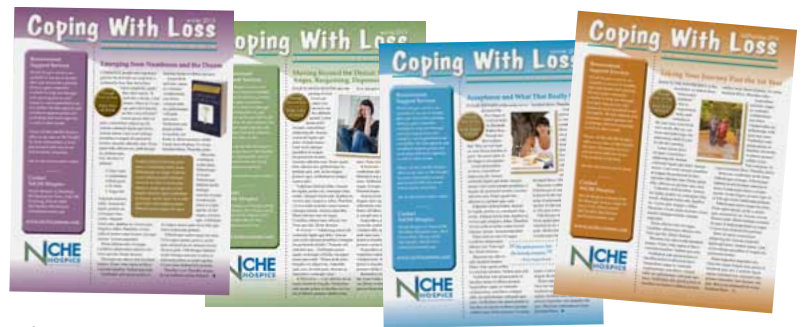




A Newsletter with Many Uses Beyond Bereavement

The **FOUR QUARTERLY ISSUES** of the NICHE Custom bereavement newsletter, mailed almost automatically, **support** and **educate** your **bereaved families**. Each issue reinforces **YOUR ORGANIZATION, SERVICES & BRAND**. Its power is two-fold. It's distributed at set intervals over a whole year to *every* bereaved family member, providing timely seasonal information. Plus, our "Through Your 1st Year" series (*shown here, left to right*) personalizes each reader's copy. If their first issue is the Fall/Holiday Issue (*far right*), they don't read the end of the series (*as shown here*); the copy they receive presents the beginning of the series.



The **ADMISSION** and **TRANSITION ISSUES** of your newsletter, **BRANDED TO YOUR HOSPICE**, are shipped to you in bulk, for you to easily distribute to families. These issues complete the timeline, giving families high-value

bereavement support from patient intake through to the end of your required bereavement-support commitment a year after the patient's passing.

Completing the package, we can adapt your Admission Issue into a **MARKETING ISSUE**. Your newsletter has many uses, adding huge value. Most obviously, it addresses your expanded requirement to provide your families with bereavement support from patient intake. But there's much more — in marketing, communications and education.

Family Support:

- ❖ Soon after intake, provide the **ADMISSION ISSUE** to **families**, who are already facing issues of loss and anticipatory grief. The issue acquaints families in a gentle way with your bereavement services. It also explains that they will, when the time comes, receive the **TRANSITION ISSUE**, then be mailed a quarterly newsletter to help them through the first year after their loved one's passing.

Education:

- ❖ Distribute **MARKETING, ADMISSION** or **TRANSITION** copies at **workshops** and **support groups** mounted by both your hospice and other entities, as well as at **memorial services**.

With your newsletter program set in place, your hospice's **compliance** with Medicare regulatory requirements for bereavement support is easy to handle.

Marketing, Outreach & Referral-Partner Development:

- ❖ Include **MARKETING** copies in **marketing packets** when seeking business partners, to showcase your hospice's level of service.
- ❖ Give copies to **doctors offices, hospitals, clinics & social service agencies** that refer patients to your hospice, providing them with materials to help their patients (and in so doing, build your hospice's name recognition). Using a testimonial column, you can even use your newsletter to build connections with these business partners.
- ❖ Give copies to **doctors offices, hospitals, clinics & social service agencies** you wish to partner with.

Community Education:

- ❖ Provide to **educational institutions** teaching social work, nursing and therapy to share with their students.
- ❖ Give to **senior living facilities** and **senior centers**, to inform both staff and residents; to **public libraries**, especially if they organize support groups; and to **churches** to augment their bereavement services.

Staff & Volunteer Communications:

- ❖ Share with your **hospice staff** and **volunteers** to give them with basic background on bereavement and to familiarize them with this service offered to support families during bereavement.
- ❖ Place copies of the newsletter at the **reception desks** in your in-patient units and administrative offices.

ALL of these avenues of distribution of **YOUR BRANDED NEWSLETTER** enhance your hospice's name recognition