



Evaluate How Your Bereavement Support Compares with NICHE

MOST HOSPICES have some sort of program of bereavement mailings and handouts, or at least a set of materials and procedures in place. You're used to it. It gets the job done. Yours may do far more than that, with your team fairly satisfied and comfortable. But take a few minutes to evaluate it.

QUALITY —

- ❖ First, how happy are you with the quality of your mailings?

COST —

- ❖ Next, the costs . . . all of them, right down to the envelopes, labels, copying, etc.
- ❖ If you are enlisting outside contractors -- writers, designers, printers, etc. -- the costs of these invoices.
- ❖ Then the staff time, which really is more than just time; it's another substantial \$ cost.
- ❖ If you have an overall number, or know what your budget is (adding in that staff \$ cost), what's the cost per family over the course of a year?

EFFORT —

Now, factor in . . .

- ❖ the training needed when a new person must get up to speed;
- ❖ the logistics of working with outside contractors;
- ❖ where you would stand if that one dedicated, savvy person who's been in charge of the project for years were to leave or change responsibilities.

CONTENT —

- ❖ Look at how much information you are providing your grieving families over the course of more than a year.
- ❖ Is the information strategically repetitive? (A good thing.) Or very repetitive, covering the same basics? (A lost opportunity.)
- ❖ Are you sending everyone the same thing?
- ❖ Are you following the seasons? or each family's year? Maybe you've figured out some mix of both.
- ❖ Are the articles short, to the point, with an easy reading level? Those who are grieving often have very short attention spans, so even the most educated grievers benefit.

NOW . . . WHAT IF, . . .

- ❖ Each mailing or handout provides 5-6 feature articles, all short and direct, so that, over the course of more than a year, each family receives as many as 40 different pieces;
- ❖ Each mailing/handout provides articles that address the phase of the individual family's bereavement journey;
- ❖ Each provides articles focused on seasonal issues;
- ❖ Each provides articles with general advice helpful whatever the season, wherever the family is in their own bereavement;
- ❖ Each issue a family receives has the contact information for their local site, as well as bereavement-support information;
- ❖ Once you generate your mailing list, your work is done, not just starting;
- ❖ It costs no more than \$7.15 per family (depending on the postage rate) to provide them 6 issues of bereavement support spanning from intake, to the patient's passing, and through the 1st anniversary; and
- ❖ Your marketing, education and outreach people clammer to use your newsletters to add value to their efforts.

These aren't what-ifs when you partner with NICHE Custom. It's what you get. Customized to be *your* hospice's publication.

All quarterly mailing work is taken care of for you.

And the handouts that need more precise distribution timing are provided for you, ready for you to deliver personally or mail — no folding, no collating, no envelopes.

Moreover, *all* of the logistics have been figured out. Transforming your bereavement support is NOT a huge project, NOT a disruptive 12-24 months of meetings, vetting contractors, designing, developing, explaining, and finally implementing, possibly with glitches and months-long setbacks. **IT'S SIMPLE.** NICHE's Onboarding Process fits on one page. It takes weeks or even days to complete. And once you're onboard, it's even simpler.

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