

Strengthen relations with physicians and other referral sources

National Home Care and Hospice Month provides a valuable opportunity for you to promote greater awareness of your services and understanding of home care and hospice among local physicians and other referral sources. This target audience includes private third-party payers, government agencies, and health facilities and professionals.

- Distribute home care and hospice informational packets to all appropriate physicians.
- Let them know that your agency's staff is available to visit the doctor's office to work under the physician's supervision, learning his or her protocols and practice style.
- Provide them with copies of the thank-you letters your agency receives from patients and family members who have benefited from home care and hospice.
- Provide physicians with a subscription of your newsletter. If you don't have a newsletter, consider creating a quarterly publication designed specifically for physicians, educating them on the latest developments and advances in home care and hospice. You can use CAHSAH's *WNU* and portions of the *bulletin* for your purposes. Contact CAHSAH for assistance.
- Present a "Physician of the Year" award to the physician who has been the most supportive of home care and hospice in the medical community.
- Offer to help establish or teach a home care and hospice curriculum at area medical schools. If this is not an option, volunteer to serve as a guest lecturer.
- Work with teaching hospitals to develop a home care and hospice rotation.
- Encourage the establishment of a home care and hospice residency program to help new physicians learn more about and gain a greater appreciation for the role of home care and hospice providers.
- Members of the clergy can also be vital referral sources. Host a clergy day during which you invite members of the clergy to your offices to learn about home care and hospice and the services you provide.