

National Hospice Locator – www.HospiceAnalytics.com

Advertising Information & Order Form

1. How will advertising on the National Hospice Locator (NHL) help?

Advertising on the NHL prominently promotes your hospice in 3 ways:

- A. **Bright Blue Map Pin:** When search results include counties served by your hospice, your hospice pin will be easy-to-see bright blue, and placed “over” all non-advertising hospices.
- B. **Top of Search Results List:** Advertising hospices are listed at the top of the search results list in bold font – above all non-advertising hospices listed in normal font.
- C. **50-Word Description:** Advertising hospices are given the opportunity to self-describe their programs using 50-words or less – non-advertising hospices do not have this option at all.

A

NATIONAL HOSPICE LOCATOR

The National Hospice Locator (NHL) geo-maps and provides information about **every known hospice in the United States**. Find hospices by clicking a state on the map, zooming into the area of interest, and clicking on a hospice pin (on the map) or name (in the list below the map) for detailed information. Information is gathered from Medicare data files; numerous hospice, state, and national public Web sites; and from surveying hospices directly. For assistance with selecting a hospice, a helpful resource by Caring Connections is [Choosing a Quality Hospice for You or Your Loved Ones](#). ... more ▼

SEARCH

State: Illinois

View Results (135) RESET SEARCH

ADD ADDITIONAL CRITERIA:

- ▶ Innovative Practices
- ▶ Number Served Daily
- ▶ Accreditation
- ▶ Memberships
- ▶ Nonprofit / For-profit
- ▶ Type of Hospice Program
- ▶ Medicare Certified Hospital, Home Health, Skilled Nursing Providers

MAP

Advertising Information

Delta Care: Hospice Issues Resolved (Rx Billing, eRx, 24/7, ADR / RAC Prep)

B

Sort By: The first 50 hospices meeting your search criteria and "sort by" criteria are listed below. Print Results

Criteria: 'State: Illinois'

Search Results: **Hospice Detail**

JourneyCare - Barrington (formerly Hospice & Palliative Care Of NE IL)	405 Lake Zurich Road	Barrington, IL 60010	847-381-5599	🔗
JourneyCare - Inpatient Hospice Home (formerly Hospice & Palliative Care Of NE IL)	527 West South Street	Woodstock, IL 60098	847-381-5599	🔗
Seasons Hospice - Des Plaines	606 Potter Road	Des Plaines, IL 60016	847-759-9449	🔗
Midwest Palliative & Hospice Care Center (NHWG)	2050 Claire Court	Glenview, IL 60025	847-467-7423	🔗

C

Sort By: The first 50 hospices meeting your search criteria and "sort by" criteria are listed below. Print Results

Criteria: 'State: Illinois'

Search Results: **Hospice Detail**

Hospice Name	JourneyCare - Barrington (formerly Hospice & Palliative Care Of NE IL)	Update Hospice Information - Click Here
Description	Celebrating its 30th year of service, Hospice and Palliative Care of Northeastern Illinois (HPNI) helps patients realize their quality-of-life and end-of-life goals one day at a time through pain and symptom management, compassionate care, specialized therapies and a range of social services. A nonprofit organization, HPNI serves families throughout McHenry, Lake, Cook, Kane, DuPage, Boone, Will, Winnebago, DeKalb and Kendall counties.	
Website	http://www.journeycare.com	

2. How much does it cost?

\$100 Set-up fee + \$0.10 / Impression

Billed quarterly to credit card

- NHL advertising is easily affordable for every hospice, and charges only apply when your hospice is listed in a search result (i.e., an *impression*). Impressions were chosen as the most reasonable way to charge because the NHL offers the public multiple ways to contact your hospice – address, phone, website, email, etc. Note: Other online business advertising prices range from \$0.01–\$1.00 per impression, based on how targeted the audience is. (The NHL has a *very* targeted audience!)
- The \$100 set-up fee is billed to your credit card on start date. Statements for impressions may be emailed monthly for your budget purposes, and automatically billed to your credit card quarterly until stop date.
- To estimate budget, actual number of impressions for your hospice can be counted from April 1, 2012 – present. ***Based on current impressions, monthly costs range from \$2–\$40 / month.*** Please contact Hospice Analytics for customized estimates.

3. First 250 Impressions Free – In Exchange for Web Site Link

Your first 250 impression are offered free, in exchange for a hyperlink from your hospice Web site to the National Hospice Locator. The text should read “National Hospice Locator by Hospice Analytics,” and then hyperlinked to <http://www.HospiceAnalytics.com>. So the final looks like this: [National Hospice Locator by Hospice Analytics](#).

- WHY? The NHL is an online tool to educate the public about hospice, and help them find hospices. Search engine optimization increases the likelihood of the public finding the NHL when looking for a hospice. A HUGE factor in Google search rankings is the number of links to a site. So, linking your Web site to the NHL helps the public find the NHL – and to find your hospice!

4. Start / Stop dates?

NHL advertising starts as soon as the application is received and processed – usually within a couple days. You can stop advertising anytime, and final impression counts will be billed only to that date – simply notify Hospice Analytics of stop date.

5. Sort Order?

How are hospices default sorted in hospice pin numbers and listings? First, the user performs a search by clicking on the map, using the search box, or using the additional search criteria functions. All hospices serving counties meeting the search criteria are identified, then sorted according to the following:

- a. Sponsors, if multiple sponsors, then they are sorted largest ADC to smallest.
- b. Advertisers, if multiple advertisers, then they are sorted largest ADC to smallest.
- c. Remaining hospices, all sorted largest ADC to smallest.

Note: If user manually sets sort order (this is an option), then above default sort orders are disregarded.

6. Additional Questions?

Please contact Hospice Analytics at phone 719-209-1237 or email Info@HospiceAnalytics.com.

National Hospice Locator Advertising Order Form

The National Hospice Locator is a free online tool that geo-maps every known hospice, and is designed to educate the public about hospice to increase access to and utilization of hospice services. Costs are as follows:

- **\$100 Set-up fee:** Billed to your credit card on start date.
- **\$.10 / Impression:** Invoices for impressions will be emailed quarterly and automatically billed to your credit card quarterly until stop date. Monthly statements are available optionally.
- To estimate budget, actual impression counts for your hospice are available from 4/1/12–present.

PAYMENT INFORMATION

1. Contact Information (all required):

Name: _____
Organization: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

2. Credit Card Billing Information (all required):

Type of Card: Visa MasterCard Discover Interlink Debit
Card Number: _____ / _____ / _____ / _____ Exp. Date: _____ / _____
Print Name of Cardholder: _____
Authorized Signature: _____

3. Charges Agreed To (please check all appropriate):

- (Required) \$100 Advertising Set Up Fee, billed to your credit card at set up
- (Required) \$.10 / Impression, billed quarterly to your credit card
- (Optional) First 250 impressions free in exchange for Web site link

4. Additional Information Needed for Account Set Up:

- Hospice Description (up to 50 words):

- Would you prefer: Quarterly Billing Only Monthly Statements AND Quarterly Billing
- Please include list of satellite / multiple hospice locations, if applicable.
 - Please verify and update your NHL profile (online @ www.HospiceAnalytics.com).

5. Submit Form:

Please complete and email this form to Info@HospiceAnalytics.com or mail it to Hospice Analytics, 2355 Rossmere Street, Colorado Springs, CO 80919. Thank you!

Please contact Hospice Analytics with questions and to learn more
719.209.1237 • E: Info@HospiceAnalytics.com • W: www.HospiceAnalytics.com