

Rapidly changing market dynamics, regulatory requirements, and customer expectations are adding new challenges to the community-based healthcare industry.

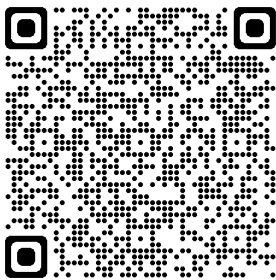
Growth Solutions Consultation

WHAT YOU CAN EXPECT

CHAP's Growth Solutions team will work alongside you to develop a plan to boost admissions and revenue through strategic solutions tailored to your market, referral sources, and agency's needs. After a detailed evaluation of your current sales and marketing efforts, our team will provide proven strategies, tactics, and training to grow referrals, admissions, and census ethically and compliantly.

CHAP's Growth Solutions service provides customized tools and expertise to support your organization's individual needs.

Our diverse team of industry experts brings an unmatched understanding of the needs in community-based healthcare across the provider spectrum: from doctors and patients to health systems and managed care. Our industry expert insights can assist you in the compliant, ethical, growth of your agency.



Scan the QR code to learn more about Growth Solutions

WAYS WE CAN HELP

Evaluation, Discovery, Employee Interviews

- Gap analysis
- Competitive market analysis
- Employee interviews to assess team strengths, market barriers, and potential opportunities
- Evaluation and development of sales-related processes
- KPI (Key Performance Indicator) review of historical data
- Hiring strategy
- Customer service evaluation
- Facility contract list development
- Sales collateral review
- Partnership / preferred provider review

Implementation and training

- Salesperson new hire orientation/training
- Incentive plan staff training
- Routing schedule template staff training
- Weekly growth strategy template staff training
- Field/virtual coaching template sales leader training
- Intake/referral process staff training
- Territory mapping (based on Medicare claims data)
- Quarterly strategic sales plan development and training
- Business development log/CRM staff training
- Build ADC and admission budgets
- End of day report by agency implementation and training
- Disease specific selling training and development
- Customer service staff training and development

Ongoing support and guidance

- Interim sales leadership
- Sales representative coaching
- Employee performance evaluations
- Sales leader weekly coaching calls
- Owner/leadership weekly update calls
- Ongoing advisement and support via dedicated Growth Solutions team member

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Daniel Stephens, Senior Vice President CFE

Daniel Stephens has led a large sales team across fifteen states to quadruple annual revenue in Home Health and Hospice. His unique approach to business development ensures that the pursuit of new business is strategic, qualified, and ethical. He creates strategies and plans that set the standard for excellence across industries.

Stephens enjoys helping community-based healthcare advocates increase their impact and ability to help more patients receive care. He is passionate about helping healthcare leaders grow their businesses and advance their mission through strategy, innovation, and efficiency.

All this is possible through his extensive experience in business development leadership and sales experience in the healthcare industry, focusing on DME/respiratory, home infusion, home health, hospice, and palliative care.



Jan Sweat, Vice President of Learning Solutions

Jan Sweat comes to CHAP with over 25 years of experience in healthcare, with a focus in the post-acute industry. For nearly two decades, she worked for a national Hospice and Home Health provider in sales, sales leadership, operations, and talent development.

Prior to joining CHAP, Sweat directed the education and success of tens of thousands of healthcare professionals in Hospice, Home Health, and Palliative Care nationwide. In addition to her classroom impact, she spent several years as a growth strategist, connecting corporate strategy to field implementation and interim area management. These roles equipped her with a unique perspective to solve provider problems with robust solutions.



Dr. Jennifer Kennedy, Vice President of Quality and Standards

Dr. Jennifer Kennedy has served as the Senior Director of Quality & Regulatory for the National Hospice & Palliative Care Organization and has been with the organization since 2006. She has 35+ years of experience as a leader and nurse in diverse healthcare settings and has worked in hospice and palliative care for the last 20+ years.

Dr. Kennedy leads the CHAP quality team and interacts with CMS related to regulatory and quality issues. Kennedy serves as faculty at national and state conferences, is widely published in medical trade journals, contributes to and reviews health care published materials, and teaches graduate healthcare administration courses at the university level.

She is also a member of the ANA's national palliative nursing task group and has been honored by the UK's St. Christopher's Hospice as a Nursing Pioneer for their 2020 Palliative Care Nursing Project.



Bobbie Warner, Senior Program Manager

Bobbie Warner found her calling in community-based nursing over 25 years ago after working in various roles in direct patient care and administrative positions in Home Health, Hospice, and Private Duty.

Warner began her career at CHAP more than 12 years ago. She began as a Site Visitor, then as a Senior Accreditation Manager and was promptly promoted to Director of Accreditation, and finally landed as Senior Program Manager.

She is responsible for the development of educational content as well as the facilitation of workshops and training. Warner is an expert facilitator and is especially knowledgeable on the topics of quality improvement, emergency planning, compliance with the CMS Conditions of Participation, and the CHAP survey process.



Kassi Ellison, Vice President of Innovation

Kassi Ellison is responsible for identifying new opportunities for CHAP and the Center for Excellence while working with internal and external stakeholders to align resources and ensure that systematically we are positioned to pivot into emerging directions.

Ellison has been in the healthcare industry for over 15 years as a business development executive, primarily focusing on home health and hospice. Most recently, she maintained oversight of 16 locations and led a team of 45 business development representatives to achieve goals in Texas, Arizona, California, and Oregon.

During her career, she uncovered and maximized opportunities that grew the average daily census from 32 to over 890 in her region for a national hospice provider.

Ellison has extensive experience targeting facility contracts, creating managed care opportunities, and earning key preferred provider relationships.



Dan McPhilemy, SVP of Marketing and Business Development

Dan McPhilemy is Senior Vice President of Marketing and Business Development and brings over fifteen years of post-acute care experience focusing on business development, sales and marketing with an emphasis on overall healthcare leadership.

Through evolving roles in home health and hospice, he has led and supported growth well above industry norms. His passion is helping those who care for their communities prosper.



Denise Stanford, Senior Director of Operations CFE

Denise Stanford is passionate about the impact of education and training on quality improvement in healthcare. As someone who has required community-based healthcare services for loved ones, Stanford understands the importance of high-quality care and services.

Stanford personally experienced how education and training can transform an individual's life and the lives of those they touch. Working as an educator in community-based healthcare for nearly a decade, she greatly enjoys creating learning experiences that engage learners and teach real-time skills that can be immediately applied on the job.

With a Master's Degree in Adult Learning, she develops workshops and e-learning for healthcare professionals and focused training for community members. In her role at CFE, she helps craft meaningful learning experiences and oversees the operation of the department.



Nathan DeGodt, CHAP President and CEO

Nathan DeGodt is the President and CEO at CHAP. DeGodt is passionate about enhancing CHAP's value to the entire healthcare ecosystem through groundbreaking educational offerings, best-in-class provider experience, and more substantial ROI for providers with a CHAP Accreditation. Under his leadership, the organization has seen some of its best years regarding revenue and growth.

DeGodt joined CHAP in 2019 and immediately implemented a training sector to inform and educate partners working towards positive accreditation experiences. DeGodt earned his MHA degree from The University of Southern California and is affiliated with The University of Southern California-Sol Price School of Public Policy as an adjunct professor, teaching advanced degree courses.