


# CHAP

Growth  
Solutions

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## Evaluation, Discovery, Insights

- Gap Analysis
- Competitive Market Review
- Employee Interview Insights
- Sales Process Development
- Historical KPI Review
- Hiring Strategy Formulation
- Customer Service Assessment
- Facility Contract Development
- Sales Collateral Evaluation
- Partnership/Preferred Provider Review

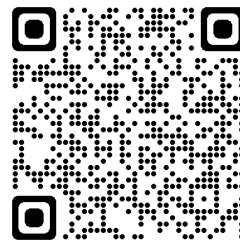
## Implementation and Training

- Salesperson Orientation & Training
- Incentive Plan Staff Training
- Routing Schedule Template Training
- Weekly Growth Strategy Training
- Field/Virtual Coaching for Sales Leaders
- Intake/Referral Process Training
- Territory Mapping (Medicare Data Based)
- Quarterly Strategic Sales Plan & Training
- Business Development Log/CRM Training
- ADC & Admission Budgets Creation
- End-of-Day Report Implementation & Training
- Disease-Specific Selling Training
- Customer Service Training & 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

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



### Unlock Growth

Scan the QR code  
to learn more.

Our 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.

Growth Solutions' team of multi-disciplinary experts brings an unmatched understanding of the needs in community-based healthcare across the provider spectrum.

**We're here, navigating every step with you in the compliant and ethical growth of your agency.**



**Daniel Stephens**, Senior Vice President of CFE

Daniel Stephens is an experienced business development leader with a strong track record of success in the healthcare industry. Stephens is highly skilled in creating and executing innovative strategies and plans that consistently set new standards for excellence in the industry. His unique approach to pursuing new business opportunities is both strategic and ethical, resulting in him successfully leading a large sales team across fifteen states to quadruple annual revenue in Home Health and Hospice.

Stephens is passionate about helping community-based healthcare advocates increase their impact and reach more patients in need. He is deeply committed to supporting healthcare leaders in advancing their mission through strategy, innovation, and efficiency. With extensive experience in sales and business development in the industry, including DME/respiratory, home infusion, home health, hospice, and palliative care, Stephens possesses a wealth of expertise in growth solutions, strategic planning, and problem-solving.



**Kassi Ellison**, Vice President of Growth Consulting

Kassi Ellison is a dynamic leader in the community-based healthcare industry with over 15 years of experience as a business development executive. Her career progression has bestowed her with an in-depth grasp of the multifaceted roles within business development, solidifying her position as a recognized expert in the industry. She has a proven track record of identifying and maximizing growth opportunities in home health and hospice, resulting in significant increases in census and revenue.

Ellison's adaptability in challenging situations, and her exceptional skills and experience in building new ventures from the ground up, providing exemplary leadership during successful acquisitions, and turning around underperforming locations, have empowered her to effectively lead and coach teams across three different lines of business concurrently.

As Vice President of Growth Consulting at CHAP, Ellison identifies emerging directions and works with stakeholders to position the organization for continued success. Through her experience and strategic approach, she can help our partners plan and execute successful business development strategies, leading them to substantial growth.



**Kyle Flynn**, Growth Consultant

Kyle Flynn's unwavering dedication to promoting compassionate healthcare at-home services stems from his personal journey of caring for his grandfather with dementia. Throughout his career, Flynn's exceptional leadership and innovative strategies have driven substantial growth in admissions and census numbers, resulting in flourishing organizations and exceptional team performance.

Flynn's outstanding achievement lies in his consistent year-over-year growth rates of 15-20%. He achieved this by prioritizing meaningful connections and nurturing long-term relationships with referral sources. His 18 years of expertise in strategic planning and ten years in coaching empower sales professionals in diverse healthcare at-home settings, equipping them with the necessary tools for success. Flynn possesses passion, vast expertise, and a proven track record. He brings a strong sense of structure, clear direction, and a commitment to growth.



**Jacquie King**, Growth Consultant

Jacquie King brings an impressive 30 years of Sales and Development experience, with 25 years focused on senior healthcare, including hospice, long-term care, short-term rehab, skilled home health, and private duty services. Her innovative approaches have earned her two state-wide Best Practices awards in Virginia.

Jacquie has held key leadership roles such as Area Sales Manager, Area Vice President, Vice President, Executive Director, and Enterprise Sales Trainer for a national healthcare company covering 17 states. She specializes in leadership mentoring, client training, fieldwork, strategy development, and leveraging data for differentiation. Passionate about end-of-life education, Jacquie is dedicated to changing perceptions of caregiving in America.



**Shane LuQuire**, Growth Consultant

With a remarkable 25-year journey in post-acute care, Shane LuQuire is a seasoned Growth Specialist predominantly rooted in DME, home health, and hospice. He has exhibited profound leadership, notably as a national company's Vice President of Sales. LuQuire's true leadership testament lies in fostering employee recruitment and retention, skill development, and promotion.

Deeply involved in acquisitions and turnarounds, he has consistently demonstrated his capability to transform businesses. Believing in cultivating the right culture for success, LuQuire has crafted leadership training, established pivotal performance metrics, and excels in integrated frequency, territory optimization, and mapping. As a Growth Consultant, he makes strides in strategic tool development, client training, and using data to identify market differentiators.

LuQuire's unique blend of experience, strategic insight, and unwavering dedication positions him as an invaluable asset for organizations on a growth trajectory.



**Nathan DeGodt**, CHAP President and CEO

As President and CEO of CHAP, Nathan DeGodt is a passionate leader driven to enhance CHAP's value to the entire healthcare ecosystem through groundbreaking educational offerings, best-in-class provider experience, and more substantial ROI for providers with CHAP Accreditation. Under his leadership, CHAP has seen some of its best years regarding revenue and growth as a result of his extensive experience in strategic planning. His unique approach to business development is a valuable asset to CHAP, and he aims to extend it to our partners through growth solutions.

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. Through CHAP's growth solutions, DeGodt pursues his innate passion for guiding others and fulfills his commitment to advancing the community-based healthcare sector.



**Dan McPhilemy**, SVP of Marketing and Business Development

Dan McPhilemy is a seasoned healthcare executive with over fifteen years of experience in post-acute care, where he has excelled in business development, sales, and marketing. He has a proven track record of leading and supporting growth initiatives that exceed industry norms, particularly in home health and hospice.

As Senior Vice President of Marketing and Business Development, McPhilemy focuses on overall healthcare leadership. With his ability to develop and implement result-oriented strategies, McPhilemy has a track record of driving sustained growth and business success. His dedication to helping healthcare providers succeed with better growth strategies aligns with his passion for positively impacting the communities they serve. McPhilemy's expertise in business development, coupled with his commitment to making a positive impact, positions him as a valuable partner for healthcare providers seeking to improve their business outcomes.



**Jan Sweat**, Vice President of Learning Solutions

Jan Sweat brings to the table over 25 years of experience in the healthcare industry, primarily focusing on post-acute care. 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. With her expertise in identifying and implementing robust solutions to solve provider problems with excellence, Sweat has the vision to lead growth initiatives and provide guidance to help providers plan their business development efforts.



**Dr. Jennifer Kennedy**, Vice President of Quality and Standards

Dr. Jennifer Kennedy brings over 35 years of leadership and nursing experience in diverse healthcare settings, specifically focusing on hospice and palliative care for the past 20+ years. She has served as the Senior Director of Quality & Regulatory for the National Hospice & Palliative Care Organization and leads the CHAP quality team, interacting with CMS on regulatory and quality issues.

Dr. Kennedy is a widely recognized expert in the field and serves as faculty at national and state conferences, publishes in medical trade journals, and reviews healthcare publications. She also teaches graduate healthcare administration courses at the university level. In addition, Dr. Kennedy is 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. Her extensive experience, knowledge, and leadership skills make her an invaluable partner for helping organizations implement effective strategies and achieve growth.