

# WORK THAT WORKED.

## Jacksonville Embraces NEW HOSPICE PROGRAM



Despite the fact that it's the national hospice leader, VITAS faced strong competition when it opened a new program in Jacksonville, Florida. Long-established hospices in the region had high awareness, and they weren't going to give up market share easily. We needed to help VITAS build its own awareness and drive admissions fast, so we developed a campaign unlike anything else in the market. Caregivers were the focus, and they communicated what caregivers genuinely think and feel through authentic, believable voices, which audiences experienced through tightly geo-targeted print, online, radio and outdoor ads.

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### Results:

Within a quarter admissions spiked 245 percent, to the point that program administrators were overwhelmed.

**“People ask me, ‘How do you do this every day?’”**

People think I have a gift because I care for hospice patients every day. That's not it at all. I work for VITAS. We're the hospice with the resources and options that let patients choose how to live as they face the end of life. And I can tell you what most patients want during this precious time: to be comfortable, to be with the people they love, to be wherever they call home. Being able to do that isn't a gift; it's VITAS. And it's what every person on this good earth deserves.

To receive your free information package with DVD, call toll free 855.266.3700. [VITAS.com](http://VITAS.com)

Find Strength in Our Care

**“Mama says she's happiest at home? Then that's where she'll be.”**

It was hard going to Mama's house and seeing her in constant pain, but she really wanted to stay at home. My cousin Krystal thought VITAS might be the solution. And they are! Because they offer so many options. Mama's making the choices that make her happy—including being home, surrounded by her life's treasure and me. And sure that her pain is gone, the time we have together is filled with love, not regrets.

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**“Is working with hospice hard? Sure it is.”**

Families sometimes ask, “What would you do if it were your father?” I tell them what I've seen over the years: peace comes to all when your dad is comfortable and surrounded by people who love him. At VITAS, we manage our patients' pain and symptoms and give them—and their families—the options they need to feel at peace.

As a hospice physician, I don't care patients. But with VITAS, I can do so much. I give them time, comfort—peace.

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