MARKETING MATERIALS AD.M10

POLICY:

Marketing materials provide clear, correct and non-deceptive information regarding eligibility for hospice care, how services may be obtained, and accurately represent the care, treatment and services provided by Lifesong Hospice and Palliative Care directly or under contract.

PROCEDURE:

1. Marketing materials provide complete and adequate information about entitlement under the Medicare Hospice Benefit.

2. Eligibility requirements of the Medicare Hospice Benefit and the palliative nature of hospice care are included in Lifesong Hospice and Palliative Care's marketing materials.

3. Marketing materials explain the Medicare services waived by the election of the Medicare Hospice Benefit.

4. Training is provided to co-workers and volunteers who speak on behalf of the hospice regarding the Medicare Hospice Benefit, eligibility requirements, and the cost and scope of the hospice's treatment and services.

5. Marketing materials are reviewed annually to ensure they accurately reflect and explain the hospice's mission, services and specific programs.

Created:	Reviewed:	Revised:	Effective:
05/2018	09/2018		4/2019