



MHPCO Presents Lunch & Learn brought to you by the Public Community Member Relations Committee! Learn more about MHPCO committees www.mihospice.org

Plan to join us for the "Lunch & Learn" audio conferences designed for community outreach staff to learn new concepts, share ideas, network, and interact with peers a complimentary service to ALL MHPCO Members. Nonmembers are encouraged to attend for a nominal fee (see registration form). Advanced registration is required so please mark your calendars and join us for:

Title: *Ethical Marketing Practices – What your Hospice Should Know*
Presented by Ben Marcantonio, San Diego Hospice

Date: February 16, 2012
Place: Your office /conference room
Time: 12Noon -1:00 pm

By participating you will learn:

How and why the National Hospice and Palliative Care Organization developed the Ethical Marketing Practices for Hospice guidelines, the importance of appropriately marketing your services and the opportunities for consumer education/awareness of hospice services.

REGISTRATION INFORMATION - ADVANCED PAYMENT REQUIRED

Contact Person: _____

Name of Hospice or Business: _____

Email: _____ Phone: _____

The conference call in number and pass code will be emailed to all registered attendees prior to the conference.

FREE to MHPCO Members **Non-members: \$50** **ADVANCED PAYMENT REQUIRED**

Payment can be made via check or credit card Credit card payment: MasterCard VISA

Card #: _____ Exp: _____

Name on card: _____

Signature: _____

If paying by check, please make check payable to MHPCO and mail with form to:

MHPCO 12800 Escanaba Dr. Suite E, DeWitt, MI 48820

Fax completed form to - 517.668.6492