

ZONES OF OPPORTUNITY ©: POTENTIAL HOSPITAL REFERRAL SOURCES

DEPARTMENT	INDIVIDUALS TO CONTACT	TYPES OF SERVICE TO SELL
<p><u>Ask-a- Nurse</u> This is a telephone answering service manned by a nurse to answer medical/nursing questions posed by the public.</p>	<p>Head Nurse or Supervisor</p>	<p>See if there is an opportunity for your agency to be put on a resource list, if any. Ask to see how often they get request for non-medical services.</p>
<p><u>Cancer Center</u> This is area of practice for oncologists, with outpatient chemotherapy and radiation services being administered here. Cancer centers often will offer cancer support groups for patient and family members, as well as grief support and sponsor cancer survivor clubs.</p>	<p>Social Worker, Head Nurse, Office Manager, Education Coordinator</p>	<p>Explain what private duty services do, and how people who may be experiencing weakness or fatigue from their treatments may benefit from the service.</p>
<p><u>Cardiac Care</u> This pertains to a unit where patients are monitored via telemetry wires. Patients can walk the halls and still be monitored by the hospital staff.</p>	<p>Head Nurse or Supervisor</p>	<p>Explain what private duty services do, and how patients who may need to limit activity for some time after discharge could benefit from them</p>
<p><u>Case Management</u> Often the department under which social workers and discharge planners work. Sometimes one social worker and a RN will make up a “discharge team”. Often times, each person handles the case for a specified function, passing the case from one to the next in a linear progression, ending up with</p>	<p>Case Manager, Social Worker, Nurse Discharge planner, Home Care Coordinator</p>	<p>All Services...take time to explain “special” services, such as “Live-In” etc., and special features, such as selection of YOUR AGENCY caregivers.</p>

ZONES OF OPPORTUNITY ©: POTENTIAL HOSPITAL REFERRAL SOURCES

DEPARTMENT	INDIVIDUALS TO CONTACT	TYPES OF SERVICE TO SELL
the discharge planner making the home care referral. A hospital may just have case managers, who function in all of the above capabilities.		
<p><u>Coronary Care Unit</u> This is a critical care unit specialized in the care of cardiac patients, who receive individualized nursing care while being monitored on a cardiac screen.</p>	Head Nurse or Supervisor	Explain what private duty services do, and how patients who may need to limit activity for some time after discharge could benefit from them
<p><u>Discharge Planning</u> Often a position under either case management or social work. Some hospitals will have discharge planning as a separate department. This department may be staffed by nurses or social workers.</p>	Discharge Planner, Unit Secretary	All Services...take time to explain “special” services, such as “Live-In” etc., and special features, such as selection of YOUR AGENCY caregivers.
<p><u>Emergency Room</u> A unit where all traumatically injured patients, or patients experiencing serious health concerns and/or exacerbations of their illnesses and where emergency procedures are conducted. Patients are either admitted to the hospital or discharged home – often needing help, services, etc.</p>	Head or Charge Nurse, Supervisor ER Physician	All services...this department will need quick turnaround time as they want to send someone home without admitting to hospital.
<p><u>Home Care Services</u> Sometimes a sub department of the larger case management or social work department, usually consists of one or more representatives from the hospital-owned home care agency.</p>	Home Care Liaison	All Services- this position is usually primarily involved in setting up Medicare Home Care Services, and will want to spend a minimal amount of time in setting up any other type of services. Sometimes they will need non-medical

ZONES OF OPPORTUNITY ©: POTENTIAL HOSPITAL REFERRAL SOURCES

DEPARTMENT	INDIVIDUALS TO CONTACT	TYPES OF SERVICE TO SELL
		care before they can discharge home. Make sure you let them know that one call to you, and you will handle the non-medical care from there.
<p><u>Hospice Services</u> Many hospitals offer their own hospice services; others will contract with a local hospice. Hospital affiliated hospices operate quite independently from the hospital, including having their own social workers. Hospices admit patients for symptom and pain control purposes only. The majority of the care is provided in the home care setting.</p>	<p>Head Nurse, Supervisor, Spiritual Care Advisor, Social Worker</p>	<p>All services- emphasize how important YOUR AGENCY services can be in not only assisting the hospice patient, but the relief the respite YOUR AGENCY services provides for a primary family caregiver.</p>
<p><u>Human Resources</u> Each hospital will have a human resource department. This department is responsible for filling positions within the hospital as well as any of its affiliates (i.e., physician offices, offsite specialty centers, etc.)</p>	<p>Director of Human Resources</p>	<p>Bed Side Sitter programs, if you have them available.</p>
<p><u>Marketing Department</u> This department is sometimes titled public relations. Refer to Public Relations for description.</p>	<p>Director of Marketing, Editor of Hospital Newsletter</p>	<p>You may want to see if there are any opportunities to have information put in hospital newsletter or other materials</p>
<p><u>Med/Surg. Unit</u> The stalwart unit of the hospital. Patients on this unit are admitted most frequently for exacerbations of their chronic conditions (such as diabetes) and routine surgical procedures.</p>	<p>Head Nurse or Supervisor</p>	<p>A great unit to make a “Friendly Visit” to when a client is hospitalized. Unit nurse can be very helpful in educating their patients about different services that may make there transition home easier.</p>

ZONES OF OPPORTUNITY ©: POTENTIAL HOSPITAL REFERRAL SOURCES

DEPARTMENT	INDIVIDUALS TO CONTACT	TYPES OF SERVICE TO SELL
<p><u>Neurology</u> This unit consists of patients with neurological diagnosis or neurosurgical procedures, including strokes, traumatic brain injuries, etc.,</p>	Head Nurse or Supervisor	All Services- you may want to point out how much of a difference YOUR AGENCY services can make in the quality of life of stroke patients, particularly when first discharged.
<p><u>Nursing Administration</u> This is where the Vice President of Nursing or Director of Nursing has their office with secretarial support.</p>	VP of Nursing, Director of Nursing, Assistant Director of Nursing	Bed Side Sit Programs. Sometimes the Facility Staffing Coordinators may be charged with setting up this kind of care in the hospital
<p><u>Nursing Services</u> This office usually contains nursing supervisors that are in charge of staffing for each shift for all the units. This office determines which agencies can staff personnel in the hospital</p>	Staffing Coordinator Supervisors	Bed Side Sit Programs.
<p><u>Oncology</u> This department focuses on cancer patients. It deals with the diagnosing and treatment of tumors.</p>	Head Nurse or Supervisor	Explain what private duty services do, and how people who may be experiencing weakness or fatigue from their treatments may benefit from the service.
<p><u>Outpatient Services</u> Normally coordinates services not requiring hospital admittance. May include a person that assists patient with their needs at home. This may include outpatient therapies, lab, x-ray, surgery, etc. Many patients need help with their</p>	Director of Outpatient Services	Explain how YOUR AGENCY service can help some one who has just had an outpatient procedure, but may benefit from the extra assurance of going home with YOUR AGENCY services. Often Discharge Planning or Case Management will not get involved unless the patient is admitted.

ZONES OF OPPORTUNITY ©: POTENTIAL HOSPITAL REFERRAL SOURCES

DEPARTMENT	INDIVIDUALS TO CONTACT	TYPES OF SERVICE TO SELL
transportation and assistance after their outpatient procedure, exam or test.		
<p><u>Observation Unit/Short Stay Unit</u> This unit may be part of the emergency room where the patients are held and observed for a period of time rather than being discharged home or hospitalized. Usually this is a referral to as a 24 hour unit. Patients must be either admitted or discharged by the end of the 24 hour period.</p>	Head Nurse or Supervisor	Same as above.
<p><u>Occupational Therapy</u> This department focuses on Activities of Daily Living and work related skills to treat or train the physically or emotionally ill to prevent disability, to evaluate behavior and to restore disabled persons.</p>	Director of Occupational Therapy or Individual Therapists	All Services- explain how YOUR AGENCY service can help someone who is having difficulties in performing ADLs (Activities of Daily Living)
<p><u>Palliative Care Unit</u> Similar to Hospice unit, patients are treated for symptoms and pain control. Some are discharged home.</p>	Head Nurse, Supervisor, Social Worker or Spiritual Care	All services- emphasize how important YOUR AGENCY services can be in not only assisting the patient with a life limiting diagnosis, but the value of the respite YOUR AGENCY services provides for a primary family caregiver.
<p><u>Parish Nursing</u> Hospitals, particularly those with a religious affiliation will host or sponsor parish nursing programs. Parish Nurses for the most part, seem to consist of mostly retired or partially retired</p>	Director of Parish Nursing, Community Outreach	All Services. Seem to appreciate “educational” opportunities. Offer to provide an in-service for Parish Nurses when they meet explaining YOUR AGENCY services.

ZONES OF OPPORTUNITY ©: POTENTIAL HOSPITAL REFERRAL SOURCES

DEPARTMENT	INDIVIDUALS TO CONTACT	TYPES OF SERVICE TO SELL
nurses. They are active as a nurse within their church community in sponsoring health and wellness events, as well as visiting shut-ins.		
<p><u>Pastoral or Spiritual Care or Hospital Chaplain</u> Most hospitals have at least one individual to provide spiritual support to families and patients. They tend to frequent pre-op on a regular basis, as well as visiting patients at bedside.</p>	Chaplain, Coordinator, Spiritual Care Advisors	When all else fails, you usually can see this department. Explain all services.
<p><u>Patient Education</u> Some patient education departments are little more than a resource notebook. Others may offer an array of information. Most will offer educational programs (staffed by highly educated nurses) targeted at a variety of patient issues. This contact may provide an opportunity for a speaking engagement.</p>	Nurse Educator or Patient Educator Coordinator	All Services...take time to explain "special" services, such as "Live-In" etc.
<p><u>Patient Relations</u> A department focused on the quality control aspects of a hospital's care delivery.</p>	Ombudsman	General Information on YOUR AGENCY services
<p><u>Physical Therapy</u> This department focuses on rehabilitation concerned with restoring function and preventing disabilities.</p>	Director of Physical Therapy	All Services- explain how YOUR AGENCY service can help someone who is having difficulties in performing ADLs (Activities of Daily Living)

ZONES OF OPPORTUNITY ©: POTENTIAL HOSPITAL REFERRAL SOURCES

DEPARTMENT	INDIVIDUALS TO CONTACT	TYPES OF SERVICE TO SELL
<p><u>Physician Relations Office</u> Department staffed with secretarial support. Usually located near physician lounge. Physician mail boxes will often be placed here.</p>	<p>Director, Administrator or Secretary</p>	<p>All Services – You may want to find out if “vendors” or companies like yours ever have a chance to visit the physician lounge, Bring brochures to post, or distribute in mailboxes.</p>
<p><u>Public Relations</u> This department provides information to the community, such as a hospital newsletter, speaker’s bureau, health fairs, open houses, press releases, etc.</p>	<p>Director of Public Relations</p>	<p>You may want to see if there are any opportunities to have information put in hospital newsletter or other materials</p>
<p><u>Purchasing Department</u> This department purchases all of the supplies and equipment for the hospital and its affiliated services. Many hospitals require this department to monitor and approve vendors from entering and marketing their services within the hospital.</p>	<p>Director of Purchasing</p>	<p>General Information on YOUR AGENCY. This is often department that reviews all contracts and agreements for hospital. You may need to interact with them if they contract for bed side sits, or even non medical care in the home.</p>
<p><u>Rehabilitation Department</u> May vary from a rehabilitation unit whose discharges are handled by a hospital social worker, to a separate division with its own social worker, to a separate facility with an entire case management department. This unit contains stroke patients or people with total joint replacement, or people with traumatic injuries that impair mobility, speech, etc</p>	<p>Director of Rehab., Social Worker, Head Nurse</p>	<p>All Services- explain how YOUR AGENCY service can help someone who is having difficulties in performing ADLs (Activities of Daily Living</p>

ZONES OF OPPORTUNITY ©: POTENTIAL HOSPITAL REFERRAL SOURCES

DEPARTMENT	INDIVIDUALS TO CONTACT	TYPES OF SERVICE TO SELL
<p><u>Renal Dialysis Unit</u> This can be an inpatient or outpatient unit where dialysis is performed depending on the severity of the patient's condition and extent of the treatment.</p>	<p>Head Nurse or Supervisor</p>	<p>Explain what private duty services do, and how people who may be experiencing weakness or fatigue from their treatments may benefit from the service.</p>
<p><u>Risk Management</u> This department is charged with handling any potential situations that may put hospital at risk.</p>	<p>Director of Risk Management</p>	<p>Explain what service YOUR AGENCY can provide. Sometimes this department will actually pay for care, particularly if there was some sort of incident involving patient in hospital, such as a patient falling in hallway, etc.</p>
<p><u>Senior Services</u> Most hospitals now have a senior services department. Again, they vary widely in scope, but may have an information/resource referral service, offer special or educational programs for seniors, a "club" (55+), transportation services, or coordinates closely with the hospital's own senior clinic.</p>	<p>Director of Senior Services</p>	<p>Offer Presentation of YOUR AGENCY services. See if there is an opportunity to speak at meetings. Make sure they have plenty of brochures. Make sure you are in resource guide if they produce one.</p>
<p><u>Social Services</u> AKA case management, discharge planning. Some hospitals may have this as a separate department to provide counseling, financial assistance.</p>	<p>Director Of Social Service</p>	<p>All Services...take time to explain "special" services, such as "Live-In" etc., and special features, such as selection of YOUR AGENCY caregivers. Social workers tend to be more interested in details, case studies, etc.</p>
<p><u>Senior Clinic</u> Hospital affiliated senior clinics vary in scope.</p>	<p>Clinic Director, Social Work, Geriatric Specialist</p>	<p>All Services...take time to explain "special" services, such as "Live-In" etc., and special</p>

ZONES OF OPPORTUNITY ©: POTENTIAL HOSPITAL REFERRAL SOURCES

DEPARTMENT	INDIVIDUALS TO CONTACT	TYPES OF SERVICE TO SELL
Many have their own SW and geriatric specialists.		features, such as selection of YOUR AGENCY caregivers
<p><u>Skilled Nursing Unit</u> This is a nursing home within the walls of the hospital where patients can be transferred rather than discharged home. This is a temporary status and is usually covered by Medicare as long as skilled nursing care is required. There is usually a separate discharge planner for this unit.</p>	Director or Nurse Manager	All Services. Explain how YOUR AGENCY can provide the support and care needed by these patients when finally go home.
<p><u>Speech Pathology</u> Consists of speech pathologists who work with patients who have speech disorders or swallowing problems.</p>	Director of Speech Pathology	All Services. Many times they will be working with stroke patients. Explain how YOUR AGENCY assists these types of patients with ADLS, including meal prep.
<p><u>Transitional Care Unit</u> Hospital may discharge patients to a sub-acute unit where I.V.'s and ventilator care is provided on an interim basis until another location is secured. This is a lower cost center than an admitted patient to the hospital. There is usually a separate discharge planner for this unit.</p>	Director or Nurse Manager	These patient's may have higher skilled care needs even when they go home. It may be useful to let them know in general about YOUR AGENCY's service offerings.
<p><u>Utilization Management/Utilization Review</u> Individuals in this department may be nurses or medical records analysts. This department reviews patient records to determine if the patient meets criteria for admission, length of stay, acute care hospitalization, etc. There are hospitals</p>	Department Supervisor/Manager	All Services. Again, these people are concerned with hospital length of stay, and generally want to facilitate patient's discharge home. Make sure they are aware of all services available.

ZONES OF OPPORTUNITY ©: POTENTIAL HOSPITAL REFERRAL SOURCES

DEPARTMENT	INDIVIDUALS TO CONTACT	TYPES OF SERVICE TO SELL
however, who use this name for the department that contains the social workers and/or discharge planners. Sometimes you will see nurses who fulfill two roles, discharge planning and utilization review.		
<p><u>Volunteer Services</u> A majority of volunteers are senior citizens who may know of family, patient, or friend situations, which would require home care services.</p>	Department Supervisor	All Services...take time to explain “special” services, such as “Live-In” etc., and special features, such as selection of YOUR AGENCY caregivers. These are often the “peers” of the patients they see.