

Eli's Hospice Insider

Hospice News: Hospice Providers Broaden Horizons With Name Changes

Providers looking to grow may want to consider rebranding as part of their marketing efforts.

For example: Hospice Inc. in Hyde Park, N.Y. has renamed itself Hudson Valley Hospice, according to press reports. The hospice heard in feedback that its former name "was a little bit aloof and corporate," Hudson Valley Hospice Foundation executive director Mike Murphy told the Hudson Valley Reporter newspaper. "We wanted something warmer. This name gives people a succinct vision of where we are."

Another example: Hospice of the North Shore and Greater Boston in Danvers, Conn., is changing its name to Care Dimensions as of Jan. 1. The new name will better reflect its mission and the service area it broadened when buying Partners Hospice in 2011, says the Salem News.