

## Eli's Hospice Insider

### Hospice News: Struggling Nonprofit Hospice Prioritizes Marketing

Dwindling reimbursement and increased competition are causing a former hospice mainstay in Midland, Texas to restructure.

Non-profit **HospiceMidland** has seen its census numbers drop significantly now that there are five local hospices, reports the Midland Reporter-Telegram. Reduced revenues mean the hospice has had to cut back on its staff and non-core programs, as well as closing its 14-bed inpatient unit at **Midland Memorial Hospital**. The hospice hopes to reopen the unit as a smaller, more efficient operation.

"At one point, we were the only hospice program in town and sometimes you get a little lackadaisical. And before you know it you have two or three competitors around you and your market share is being reduced," executive director **Mitch Mikkonen** told the newspaper. The hospice will devote more resources to marketing and education of referral sources and the community, it says.