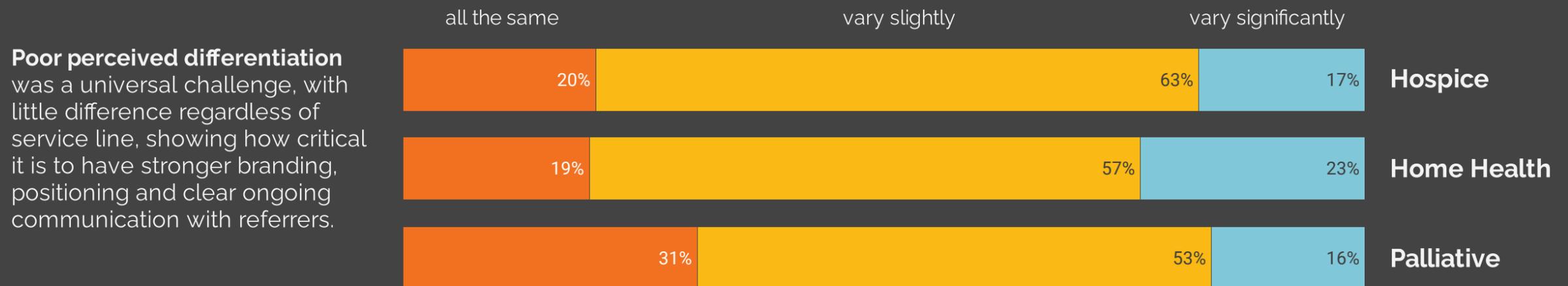


What Sets You Apart? Most Physician Offices Don't Know.

Home-based senior care providers have a big problem when it comes to differentiation in the eyes of referring physicians. In a study conducted by Transcend Strategy Group, most physician offices indicated they rarely believe there's much difference in the quality of hospice, home health and palliative care providers in their area – and that belief leads to extremely lackluster referral rates.

81%

see **little to no differentiation** in hospice, home health and palliative care providers on average



Physician offices routinely favor home health to hospice and palliative care in terms of referral frequency – highlighting the need for greater education on how best to leverage these services to meet seriously ill patients' full scope of needs.

80%

never or almost never currently refer patients to palliative care services.

63%

never or almost never currently refer patients to hospice care services.

175%

more likely to refer to home health than palliative care services "regularly" or "somewhat often"

Unlock the Full Report

Want to achieve more and earlier referrals? Access our complete guide to **Decoding Physician Office Referral Patterns**. Inside: What physicians value most from referral partners, how they make referral decisions, how priorities differ by office types, and actionable insights for what you can start doing to improve referrer relationships today.

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