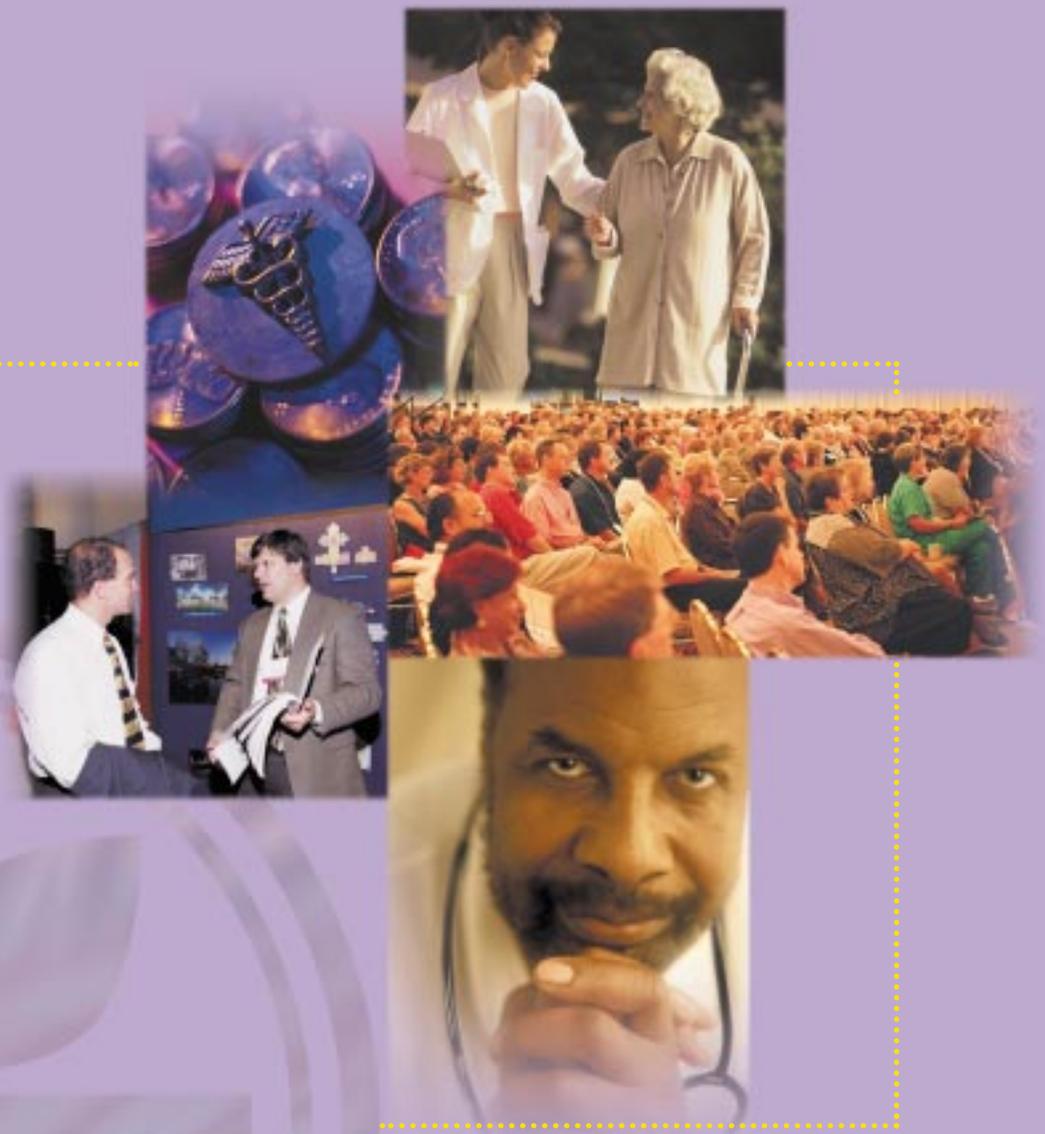
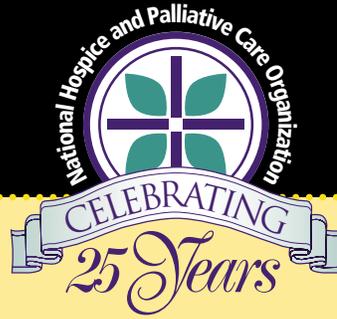


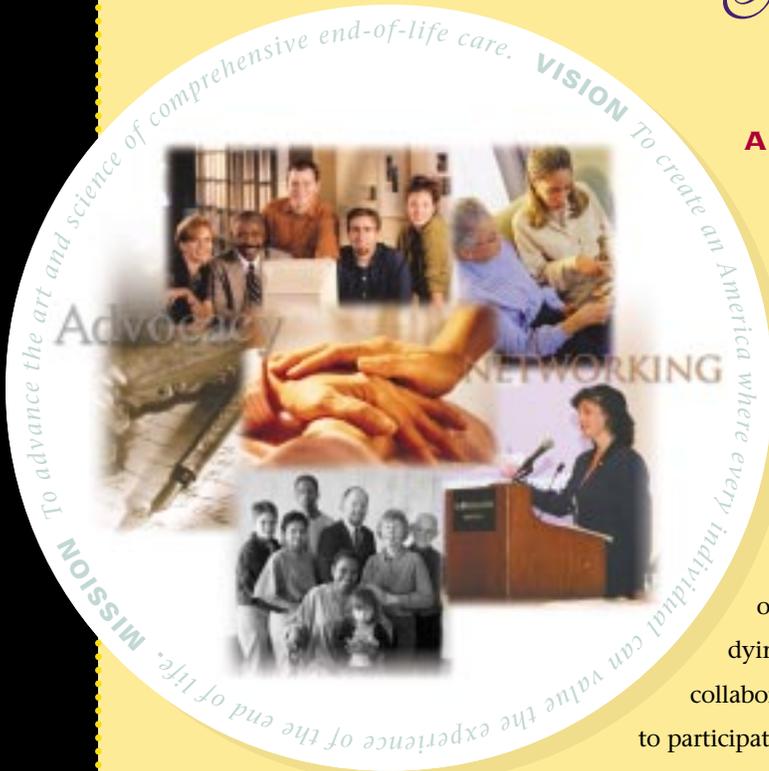
NHPCO's Associate Member Benefits





ABOUT THE NATIONAL HOSPICE AND PALLIATIVE CARE ORGANIZATION (NHPCO)

The National Hospice and Palliative Care Organization is the oldest and largest membership organization representing hospice and palliative care programs and professionals in the United States. Since 1978, the organization has been committed to improving end-of-life care and expanding access to hospice care with the goal of profoundly enhancing quality of life for people dying in America and their loved ones. NHPCO collaborates with many other end-of-life care organizations to participate in the many topic areas in the field today.



NHPCO offers memberships to hospices, palliative care programs, grief/bereavement centers, foundations, home health agencies, companion services, education and research organizations, healthcare consultants, pharmaceutical companies, medical supply companies, software vendors, staffing agencies, and other organizations representing every facet of end-of-life care.



NHPCO represents over 80% of hospices nationwide — as an Associate Member you have direct access to these provider members.

*Hospice and Palliative Care:
Comfort and Compassion When It's Needed Most.*

AN INTRODUCTION TO THE BENEFITS OF MEMBERSHIP

As an Associate Member of NHPCO, you will have access to the hospices and palliative care programs and professionals who can help grow your business. Membership keeps you up-to-date on hospice and palliative care trends, information you need to know to stay on the leading edge. If you have yet to explore this market, now is the time to take advantage of the business opportunities available in the ever-growing hospice and palliative care industry. Associate Membership with NHPCO will provide your company with instant exposure to thousands of dedicated professionals in the hospice and palliative care arena.



Introduction

Professional Members in the National Council of Hospice and Palliative Professionals

NHPCO has over 3,000 individual members, by primary discipline:



Growing at a rate of more than 10% annually, hospice and palliative care is one of the fastest growing areas of the health care industry.

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What is Hospice and Palliative Care?

NHPCO members serve over 90% of the hospice patients in the United States.

WHAT IS HOSPICE?

Hospice provides support and care for persons in the last phases of incurable disease so that they may live as fully and comfortably as possible. Hospice recognizes dying as part of the normal process of living and focuses on maintaining the quality of remaining life. Hospice affirms life and neither hastens nor postpones death. Hospice exists in the hope and belief that through appropriate care, and the promotion of a caring community sensitive to their needs, patients and their families may be free to attain a degree of mental and spiritual preparation for death that is satisfactory to them.

WHAT IS PALLIATIVE CARE?

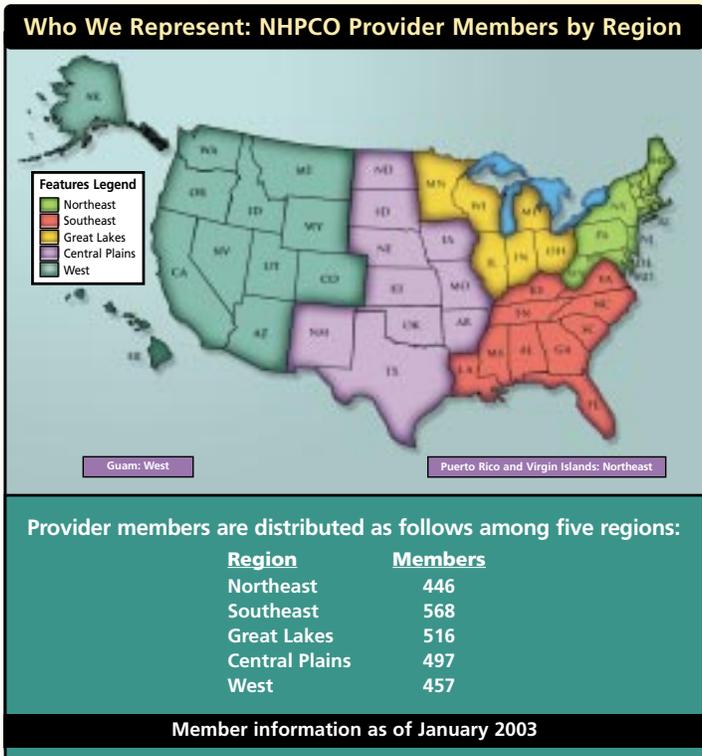
From the World Health Organization, 2002 definition of palliative care: Palliative care is an approach that improves the quality of life of patients and their families facing the problems associated with life-threatening illness, through the prevention and relief of suffering by means of early identification and impeccable assessment of pain and other problems, physical, psychosocial and spiritual.

REFERRALS — YOUR SOURCE TO FUTURE BUSINESS



Printed Membership Directory

As an Associate Member of NHPCO, your program is listed in our annual Membership Directory, which is distributed to all Provider Members and purchased by many organizations across the country including hospitals and libraries. This directory is used for referral purposes by physicians and other hospice and palliative care professionals on a daily basis. Your listing includes contact information and a description of your business.



Online Directory*

NHPCO is developing an online directory of associate members. Hospices and palliative care programs will be able to find you by type of organization or contact name. In addition, your online listing will include a complimentary hyperlink to your e-mail and Web addresses.

**Additional fee applies — see membership application on page 10 for details.*

PUBLICATIONS – TO KEEP YOU INFORMED AND IN TOUCH

As an Associate Member, your program will receive valuable publications to keep you aware of what's happening in the industry and how it may affect your clients' organization.

Membership Directory

A nationally distributed, comprehensive listing of member hospice and palliative care programs throughout the country. This annual directory includes “Yellow Pages” of Organizational Members and advertising. Consider it your guide to future business; you will be able to find a member by state, name or county served.

NewsLine

A monthly newsletter providing information about hospice and palliative care trends, Medicare regulations, legislative activities, membership news, and upcoming events.

NHPCO's Organizational Update

Published annually, this update lets you know what NHPCO has done during the year. This report is published prior to our Annual Business Meeting and keeps members up to date on the progress of research, legislation, communications and external relations.



DISCOUNTS ON ADVERTISING

If you are committed to establishing a presence in the hospice and palliative care industry, you won't want to miss the opportunity to advertise in NHPCO's publications and conference brochures.

NewsLine

NHPCO's official newsletter for our hospice and palliative care provider members. Currently, 3,000 issues are mailed to hospice executive directors, senior administrators, board members, state hospice and palliative care organizations, and allied organizations nationwide. Estimated readership based on member surveys is around 20,000. Twelve issues are published each year. NewsLine accepts quarter, half and full page, black and white advertisements. Associate Members receive a 20% discount on advertising.

Hospice and Palliative Care Insights

The quarterly publication for members of the National Council of Hospice and Palliative Professionals. It is mailed to over 3,000 members and covers topics across the interdisciplinary team. Insights accepts full, half,

and quarter page ads. Associate Members receive a 20% discount on advertising in Insights.

Membership Directory

NHPCO's annually printed publication is mailed to over 3,000 members. Estimated readership based on member surveys is around 30,000. The Directory accepts quarter, half and full page, black and white advertisements. Associate Members receive a 50% discount on advertising.

Conference Final Program of Events

NHPCO's conferences have a Final Program of Events that attendees retain for their files and refer to often. Direct your message to a targeted audience in quarter, half and full page advertisements. Associate Members receive a 25% discount on advertising and exhibiting. Associate Members receive an additional 25% discount.

EXHIBIT OPPORTUNITIES

NHPCO's conferences and symposia are designed to stimulate personal and professional growth and development for attendees. NHPCO hosts several conferences annually, such as the Management and Leadership Conference and the Joint Clinical Conference. By exhibiting you will not only have the ability to showcase your products and services, but you will have the opportunity to network with hospice and palliative care professionals throughout the conference.



Imagine the possibilities when more than a thousand top-level decision makers in the palliative care and end-of-life care industry are gathered under one roof to meet with you in our exhibit hall. NHPCO's conferences are the opportunity you need to develop new sales leads, strengthen relationships with existing clients, and keeping on top of the trends and developments that influence the industry you serve. This is your chance to influence a focused end-of-life care audience. Associate Members enjoy significant savings on exhibit space and registration fees.

SPONSORSHIP OPPORTUNITIES

For additional exposure, name recognition, and high-profile introduction to hospice and palliative care professionals, our conferences boast many opportunities for you to sponsor an event. You will have hundreds of potential clients gathered in one spot, focused on your marketing message. Past sponsorship opportunities have included:

- ◆ Concurrent Education Session/Handouts
- ◆ Receptions
- ◆ Registration Bags
- ◆ Badge Lanyards
- ◆ Coffee Breaks and/or Continental Breakfast
- ◆ Luncheon Symposium

Or let NHPCO's meetings team design a special sponsorship package to meet your needs!



CONFERENCES AND EXPOSITIONS

(Please visit our Web site for exact dates and locations.)

Joint Clinical Conference and Exposition

The Joint Clinical Conference attracts more than 1,800 attendees whom you'll want to see. Anyone interested in palliative care, hospice care or other programs serving the terminally or chronically ill and their families will be there. Participants include:

- ◆ Physicians
- ◆ Therapists
- ◆ Nurses
- ◆ Administrators
- ◆ Social Workers
- ◆ Counselors
- ◆ Pharmacists
- ◆ Spiritual Caregivers

And other members of the interdisciplinary team.

National Conference on Hospice and Palliative Care Volunteerism

More than 500 volunteers, volunteer managers and leaders, and other hospice and palliative team members involved in volunteer management, training and services attend this event. Tabletop exhibits are available for you to display your services and products to a very targeted audience.

Management and Leadership Conference and Exposition

You don't want to miss this chance to market your products and services to over 1,000 of hospices' leaders and decision makers. The annual Management and Leadership Conference and Exposition is an unparalleled opportunity to exhibit your products and services to the end-of-life care professionals who provide comprehensive interdisciplinary care to patients and their families. Attendees are key decision-makers from hospice and palliative care facilities around the nation, including:

- ◆ Owners
- ◆ Presidents
- ◆ CEOs
- ◆ Executive Directors
- ◆ Financial Officers
- ◆ State Leaders
- ◆ Public Relations Staff
- ◆ Medical Directors
- ◆ Clinical Managers
- ◆ Developmental Staff
- ◆ Administrators of hospice facilities and palliative care centers

55% of the attendees are Executive Directors, CEOs and Presidents and 30% are Administrators.

OTHER ASSOCIATE MEMBER BENEFITS

Complimentary Mailing List

During your year of membership, you will receive one complimentary copy of the mailing list for a one-time use. Just contact NHPCO's Member Service Center at (800) 646-6460 with a sample copy of your mailing when you are ready to receive the list. Use the list to contact hospice and palliative care programs, market your products and services, and/or network with professionals in a specific discipline.

Discounted Mailing List Rental

For further mailings, your program may rent NHPCO's mailing list. Associate Members receive substantial discounts on mailing list rentals. Contact Infocus Marketing, Inc. at (800) 708-LIST for more information.

NHPCO'S Web site – Access to the “Organizational Members” Home Page

With the Internet quickly growing into a resource for health care information and purchases, NHPCO is redesigning its Web site to meet



those demands. With a monthly average of more than 38,000 “user sessions,” and over 600,000 hits per year, *www.nhpc.org* serves as a valuable source of information for members and the public. NHPCO receives approximately 2,500 e-mail inquiries per year through the Web site. Find the latest information on what's happening in the hospice and palliative care field!

With your exclusive member access, you can get instant information. Read *NHPCO NewsLine*, and recent news releases in this password-protected area of our Web site. Get up-to-date conference information and research results at the click of a button. Look for our newly redesigned Web site in 2003.

Fax-on-Demand

With NHPCO's Fax-on-Demand service, members call a toll-free number and receive faxed information on NHPCO's recent news releases, research studies, or conference registration. The service is available 24 hours a day, 365 days a year, and is absolutely FREE to members. Call (866) NHPCFAX to access Fax-on-Demand.



Other Associate Member Benefits

OTHER ASSOCIATE MEMBER BENEFITS (CONT.)

Marketplace

NHPCO's Marketplace has the most comprehensive selection of consumer education brochures and promotional items that could be used at industry events. All products are available 24 hours a day, 7 days a week online at www.nhpco.org/marketplace. Members receive special discounts on products.



Ordering Has Never Been Easier!
Online: 24 hours a day, 7 days a week:
www.nhpco.org/marketplace
Call Toll-free: (800) 646-6460
Fax Toll-free: (877) 779-6472
Mail: NHPCO Marketplace, Department #929
Alexandria, VA 22334-0929





ASSOCIATE MEMBERSHIP APPLICATION

Associate Members are organizations that supply goods or services to hospice and/or palliative care programs and professionals, or those interested in keeping informed of the hospice industry. Associate Members are not providers of hospice and/or palliative care. Associate Membership is not available to organizations that serve patients or organizations that qualify for another category of NHPCO Membership including Provider Membership.

GENERAL INFORMATION

Organization Name _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Web Site _____

NHPCO respects your privacy. NHPCO will not sell, rent or distribute your e-mail address to any outside organization. NHPCO intends to use this medium to communicate membership related notices and benefits, as well as NHPCO related services, such as conference information and NHPCO Marketplace product announcements and sales. If you would prefer not to be included in the e-mail distribution list please check the preceding box.

Company description (*up to 30 words*) _____

Please indicate your primary type of business (*please check only one box*)

- | | | |
|---|---|---|
| <input type="checkbox"/> Consultant | <input type="checkbox"/> Medical Supply | <input type="checkbox"/> Software Vendor |
| <input type="checkbox"/> Insurance/Risk Management | <input type="checkbox"/> National Association | <input type="checkbox"/> Staffing Agency/Service |
| <input type="checkbox"/> International Organization | <input type="checkbox"/> Pharmaceutical | <input type="checkbox"/> Other (please describe): _____ |
| <input type="checkbox"/> Legal Service | <input type="checkbox"/> Publisher | _____ |

What is your primary reason for joining NHPCO? _____

Associate Membership dues are \$650 per year (*based on anniversary date*).....\$ 650.00

My company wants to be listed in your online Organizational Members directory. I understand the additional cost is \$200.....\$ 200.00

TOTAL FEE \$

- Check Enclosed** (payable to NHPCO) CK# _____

Card Number

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

 Exp. Date

--	--	--	--

Name on Card (Print) _____

Authorized Signature _____

(Office Use Only)

Type _____

ID# _____

Payment _____

Initial _____

Date _____

I hereby certify that my organization is not a hospice, and that everything stated in this form is correct and complete to the best of my knowledge.

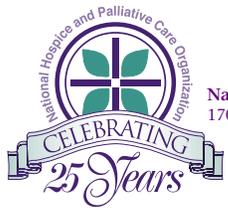
Name of Person Completing Form (Print) _____

Signature _____ Date _____

I want to make the most of my membership and gain access to NHPCO members! Please send me additional information on the following opportunities:

- Advertising Exhibits Sponsorships

Please return this form with payment to:
 NHPCO, Department 929, Alexandria, VA 22334-0929 or fax to 703-837-1233
 Questions? Call NHPCO's Membership Department at
800-646-6460



National Hospice and Palliative Care Organization
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