



**Polly Rehnwall**  
SENIOR MANAGER

Polly is a Senior Manager for Marketing, Sales and Customer Service Division, specializing in marketing strategy, sales training, referral and admission management, and customer service training.

Her consulting experience includes working with over 120 home care and hospice agencies nationwide to help grow their market share and gain a competitive edge. Polly's experience includes creating an innovative business model for referral and admission management in home care and hospice, helping grow hospice client census an average of 17% in the first 6 months of consulting projects. Polly's clients include large national/multi-site as well as freestanding/independent home care and hospice agencies.

Polly has been a featured speaker at over 100 home care and hospice association conferences. She has been a presenter for over a decade at every annual Management and Leadership Conference of the National Hospice and Palliative Care Organization and Annual Conference of the National Association for Home Care and Hospice. She has also been a keynote and general session presenter for many state home care and hospice associations, with topics including Referral and Admission Management, Marketing and Sales, Exceptional Customer Service and Leadership Essentials.

She is a graduate of the University of Minnesota with B.A. and M.A. degrees.

Polly is also the co-author of "Legendary Results: Managing Hospice Referrals" and "Legendary Results: Managing Hospice Admissions" books. She is featured on the "AdmitRight Boot Camp" DVD on how to effectively manage the hospice referral and admission process.