



**Kara Justis**  
DIRECTOR

Kara serves as Director in Sales, Marketing and Referral Management at Simione Healthcare Consultants. She has extensive sales and sales management experience in hospice and information technology.

In the hospice industry, she has distinguished herself as a National Sales Manager where she was responsible for development and execution of corporate sales and marketing strategy and related budget. Kara designed and developed of all sales, marketing and admissions related processes and predictive tools. She has extensive experience in the redesign and implementation of improved referral/admission processes.

In her role as a consultant to home care and hospice agencies, she has provided expert guidance in the design and delivery of sales training programs, support to sales managers, interim management of referral centers, redesign of referral to admission management programs. She has also developed sales and marketing strategy, and assisted with social media and online marketing. She has worked with CRM and referral center system utilization and optimization.

Kara has trained hundreds of successful home care and hospice sales professionals, and is a frequent presenter at state and national association conferences. She is a graduate of Southern Illinois University with an MBA.