



Growth  
Solutions



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## Evaluation, Discovery, Employee Interviews

- Gap Analysis
- Competitive Market Review
- Employee Interview Insights
- Sales Process Development
- Historical KPI Review
- Hiring Strategy Formulation
- Customer Service Assessment
- Facility Contract Development
- Sales Collateral Evaluation
- Partnership/Preferred Provider Review

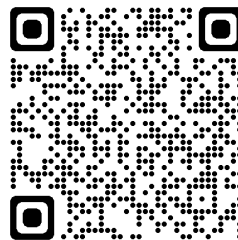
## Implementation and Training

- Salesperson Orientation & Training
- Incentive Plan Staff Training
- Routing Schedule Template Training
- Weekly Growth Strategy Training
- Field/Virtual Coaching for Sales Leaders
- Intake/Referral Process Training
- Territory Mapping (Medicare Data Based)
- Quarterly Strategic Sales Plan & Training
- Business Development Log/CRM Training
- ADC & Admission Budgets Creation
- End-of-Day Report Implementation & Training
- Disease-Specific Selling Training
- Customer Service Training & Development

## Ongoing Support and Guidance

- Interim sales leadership
- Sales representative coaching
- Employee performance evaluations
- Sales leader weekly coaching calls
- Owner/leadership weekly update calls
- Ongoing advisement and support via dedicated Growth Solutions team member

Rapidly changing market dynamics, regulatory requirements, and customer expectations are adding new challenges to the community-based healthcare industry.



### Unlock Growth

Scan the QR code  
to learn more.

Our team will work alongside you to develop a plan to **boost admissions and revenue** through strategic solutions tailored to your market, referral sources, and agency's needs.

Growth Solutions' team of multi-disciplinary experts brings an unmatched understanding of the needs in community-based healthcare across the provider spectrum: from doctors and patients to health systems and managed care. **We're here, navigating every step with you in the compliant and ethical growth of your agency.**



**Daniel Stephens**, Senior Vice President of CFE

Daniel Stephens is an experienced business development leader with a strong track record of success in the healthcare industry. Stephens is highly skilled in creating and executing innovative strategies and plans that consistently set new standards for excellence in the industry. His unique approach to pursuing new business opportunities is both strategic and ethical, resulting in him successfully leading a large sales team across fifteen states to quadruple annual revenue in Home Health and Hospice.

Stephens is passionate about helping community-based healthcare advocates increase their impact and reach more patients in need. He is deeply committed to supporting healthcare leaders in advancing their mission through strategy, innovation, and efficiency. With extensive experience in sales and business development in the industry, including DME/respiratory, home infusion, home health, hospice, and palliative care, Stephens possesses a wealth of expertise in growth solutions, strategic planning, and problem-solving.



**Kyle Flynn**, Growth Consultant

Kyle Flynn's unwavering dedication to promoting compassionate healthcare at-home services stems from his personal journey of caring for his grandfather with dementia. Throughout his career, Flynn's exceptional leadership and innovative strategies have driven substantial growth in admissions and census numbers, resulting in flourishing organizations and exceptional team performance.

Flynn's outstanding achievement lies in his consistent year-over-year growth rates of 15-20%. He achieved this by prioritizing meaningful connections and nurturing long-term relationships with referral sources. His 18 years of expertise in strategic planning and 10 years in coaching empowers sales professionals in diverse healthcare at-home settings, equipping them with the necessary tools for success. Flynn possesses passion, vast expertise, and a proven track record. He brings a strong sense of structure, clear direction, and a commitment to growth, ensuring that compassionate care reaches more patients in need.



**Kassie Ellison**, Vice President of Growth Consulting

Kassie Ellison is a dynamic leader in the community-based healthcare industry with over 15 years of experience as a business development executive. Her career progression has bestowed her with an in-depth grasp of the multifaceted roles within business development, solidifying her position as a recognized expert in the industry. She has a proven track record of identifying and maximizing growth opportunities in home health and hospice, resulting in significant increases in census and revenue.

Ellison's adaptability in challenging situations, and her exceptional skills and experience in building new ventures from the ground up, providing exemplary leadership during successful acquisitions, and turning around underperforming locations, have empowered her to effectively lead and coach teams across three different lines of business concurrently.

As Vice President of Innovation at CHAP, Ellison identifies emerging directions and works with stakeholders to position the organization for continued success. Through her experience and strategic approach, she can help our partners plan and execute successful business development strategies, leading them to substantial growth.



**Jan Sweat**, Vice President of Learning Solutions

Jan Sweat brings to the table over 25 years of experience in the healthcare industry, primarily focusing on post-acute care. For nearly two decades, she worked for a national Hospice and Home Health provider in sales, sales leadership, operations, and talent development.

Prior to joining CHAP, Sweat directed the education and success of tens of thousands of healthcare professionals in Hospice, Home Health, and Palliative Care nationwide. In addition to her classroom impact, she spent several years as a growth strategist, connecting corporate strategy to field implementation and interim area management. With her expertise in identifying and implementing robust solutions to solve provider problems with excellence, Sweat has the vision to lead growth initiatives and provide guidance to help providers plan their business development efforts.



**Dr. Jennifer Kennedy**, Vice President of Quality and Standards

Dr. Jennifer Kennedy brings over 35 years of leadership and nursing experience in diverse healthcare settings, specifically focusing on hospice and palliative care for the past 20+ years. She has served as the Senior Director of Quality & Regulatory for the National Hospice & Palliative Care Organization and leads the CHAP quality team, interacting with CMS on regulatory and quality issues.

Dr. Kennedy is a widely recognized expert in the field and serves as faculty at national and state conferences, publishes in medical trade journals, and reviews healthcare publications. She also teaches graduate healthcare administration courses at the university level. In addition, Dr. Kennedy is a member of the ANA's national palliative nursing task group and has been honored by the UK's St. Christopher's Hospice as a Nursing Pioneer for their 2020 Palliative Care Nursing Project. Her extensive experience, knowledge, and leadership skills make her an invaluable partner for helping organizations implement effective strategies and achieve growth.



**Dan McPhilemy**, SVP of Marketing and Business Development

Dan McPhilemy is a seasoned healthcare executive with over fifteen years of experience in post-acute care, where he has excelled in business development, sales, and marketing. He has a proven track record of leading and supporting growth initiatives that exceed industry norms, particularly in home health and hospice.

As Senior Vice President of Marketing and Business Development, McPhilemy's focus is on overall healthcare leadership. With his ability in developing and implementing result-oriented strategies, McPhilemy has a track record of driving sustained growth and business success. His dedication to helping healthcare providers succeed with better growth strategies aligns with his passion for making a positive impact on the communities they serve. McPhilemy's expertise in business development, coupled with his commitment to making a positive impact, positions him as a valuable partner for healthcare providers seeking to improve their business outcomes.



**Denise Stanford**, Senior Director of Operations CFE

Denise Stanford is an experienced educator in the community-based healthcare industry, with a passion for improving the quality of care and services through education and training. With personal experience in requiring community-based healthcare services for her loved ones, Stanford has a deep understanding of the importance of high-quality care.

With a Master's Degree in Adult Learning, Stanford is skilled at developing workshops and e-learning programs for healthcare professionals and community members, focused on teaching real-time skills that can be immediately applied on the job. Her expertise in education and training is critical in crafting meaningful learning experiences that engage learners and promote growth.

As part of her role at CFE, Stanford is responsible for overseeing the operation of the department, allowing her to hone her strategic planning skills, and extend them to our partners.



**Nathan DeGodt**, CHAP President and CEO

As President and CEO of CHAP, Nathan DeGodt, is a passionate leader driven to enhance CHAP's value to the entire healthcare ecosystem through groundbreaking educational offerings, best-in-class provider experience, and more substantial ROI for providers with CHAP Accreditation. Under his leadership, CHAP has seen some of its best years regarding revenue and growth, as a result of his extensive experience in strategic planning. His unique approach to business development is a valuable asset to CHAP and he aims to extend it to our partners through our growth solutions.

DeGodt joined CHAP in 2019 and immediately implemented a training sector to inform and educate partners working towards positive accreditation experiences. DeGodt earned his MHA degree from The University of Southern California and is affiliated with The University of Southern California-Sol Price School of Public Policy as an adjunct professor, teaching advanced degree courses. Through CHAP's growth solutions, DeGodt pursues his innate passion for guiding others and fulfills his commitment to advancing the community-based healthcare sector.