HospiceAdmissions.com Introduces AdmissionsOS as Hospices Expand Digital Referral Strategies

New application brings local SEO, content planning and employee training together to help hospice agencies strengthen digital referral strategies.

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> A hospice should not have to choose between relationship-based outreach and digital marketing. The strongest strategy uses both."
>
> *Chris Seebert, HospiceAdmissions.com*

HospiceAdmissions.com announced the introduction of AdmissionsOS, a digital growth application entering a limited beta for hospice organizations. The platform is designed to help agencies coordinate online visibility, educational content, employee training and admissions-focused reporting.

Hospice providers depend on strong relationships with physicians, hospitals and community partners. AdmissionsOS is designed to support those relationships while helping agencies develop additional opportunities for families to discover their services online.

"A hospice should not have to choose between relationship-based outreach and digital marketing," said Chris Seebert of HospiceAdmissions.com. "The strongest strategy uses both."

The announcement comes as hospice organizations explore digital education and more accessible referral pathways. Recent Hospice News coverage highlighted providers' use of technology and digital storytelling, as well as Treasure Coast Hospice's introduction of separate website referral pathways for healthcare professionals and families.

AdmissionsOS brings these priorities into a coordinated workflow. Its planned scope includes local market and competitor analysis, website-improvement assignments, content planning, employee onboarding and management reporting. Beta participants will help refine workflows, training materials and reporting features before broader availability.

The application's task framework is designed to help agency leaders identify what needs

attention, assign responsibility and review completed work. It also gives employees a structured way to contribute agency expertise and recurring questions to educational content.

“Technology can help a hospice become visible and organized, but it cannot provide the reassurance a family needs during a difficult moment,” Seebert said. “The purpose of AdmissionsOS is to help create that connection.”



AdmissionsOS by HospiceAdmissions.com is designed to help hospice agencies coordinate local SEO, educational content and admissions-focused marketing.

Alongside the beta, the company offers a hospice SEO service and guidance on hospice sales analytics. These services help leaders evaluate website improvements, referral activity and marketing investments within the context of their existing sales and admissions processes.

AdmissionsOS is intended to complement market-intelligence, customer relationship management and electronic medical record systems. Its focus is the marketing, education and accountability work that supports relevant inquiries and timely follow-up. Clinical eligibility decisions and care delivery remain with the hospice team.

The approach reflects Seebert’s firsthand hospice ownership and operational experience. For agency leaders, the objective is a clearer connection between marketing work, employee responsibilities and measurable outcomes.

AdmissionsOS will initially be available through a controlled beta with selected hospice organizations. The introductory option is expected to begin at $300 per month. Managed programs will also be available for agencies seeking additional strategy, content production and ongoing support.

Providers interested in beta participation, a product demonstration or a website review can visit HospiceAdmissions.com or call (772) 245-0032.

About HospiceAdmissions.com

HospiceAdmissions.com helps hospice providers develop digital admissions channels through local SEO, paid search, educational content, reputation management, sales training and

admissions-focused reporting. Its approach combines hospice operating experience with practical marketing execution to support community visibility and referral development.

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