





Month	Marketing Focus	Promo Item (subject to change)	Product Image	Campaign OPEN	Campaign CLOSE	Deliver By
JAN	Enter the new year with Enhabit (HHH & HS)	Microfiber Cloth		2-Dec	6-Dec	30-Dec
FEB	American Heart Month (HH), Broken Heart Syndrome (HS)	Heart Stress Reliever		16-Dec	20-Dec	30-Jan
MAR	Spring forward with Enhabit (HH) Hospice care team (HS)	Flower Pen in Mini Pot		27-Jan	31-Jan	28-Feb
APR	Medication Management (HH) National Health Care Decision Day (HS)	Silicone Luggage Tag		24-Feb	28-Feb	28-Mar
MAY	Nurses Month (HHH) Hospice Indicators (HS)			24-Mar	28-Mar	28-Apr
JUN	Alzheimer's and Brain Awareness Month (HH), Advanced Technology (HS)	Fidget Highlighter		21-Apr	25-Apr	26-May
JUL	Safe at Home (HH) Quality care at the end of life (HS)	Chill Sensory Keytag		27-May	2-Jun	30-Jun
AUG	4Ms (HH) Care Connections (HS)	Bamboo Magnetic Clip		23-Jun	27-Jun	28-Jul
SEP	Fall Prevention (HH) Palliative care vs. hospice care (HS)	Magnetic Notepad		28-Jul	1-Aug	29-Aug
OCT	Physical Therapy (HH), Preventing Rehospitalizations (HS)	22 oz. Stadium Cup		25-Aug	29-Aug	29-Sep
NOV	National Home Care and Hospice month (HHH)	House Shaped Koolie		22-Sep	26-Sep	27-Oct
DEC	Home for the holidays (HHH) Grief during the holidays (HS)		***	27-Oct	31-Oct	24-Nov
JAN (2026)	Not decided yet			10-Nov	14-Nov	27-Dec