



ST. CROIX
HOSPICE

How **BEREAVE**
Elevated Grief Support,
Increased Engagement,
& Reduced Paper
Mailings by **93%**
at St. Croix Hospice

CASE STUDY

Reframing Bereavement Care

Situation

Bereavement communication has traditionally been handled through scheduled phone calls and paper-based mailings throughout the 13-month hospice bereavement period. While well-intentioned, these methods can be time-consuming, costly, and offer limited engagement.

Driven by rising postage rates, evolving communication preferences, and a desire for increased engagement, St. Croix Hospice sought a more modern approach. Maxwell TEC's BEREAVE solution was chosen for its simplicity: no downloads, no logins—just **timely, compassionate support** delivered via text.



"We invest significant resources in our bereavement support and work hard to **tailor our care** to what we have learned families really need and are looking for. The **BEREAVE** platform has allowed us to **take that next step** to meet those needs."

— Abbie Neisius, Vice President of Care Services at St. Croix Hospice

Findings

St. Croix Hospice's implementation of BEREAVE led to measurable improvements in both family engagement and operational efficiency, achieving a **93% reduction in paper mailings**, a **32.7% engagement rate**, and **increased traffic** to curated grief support resources. Real-time feedback from grieving families enables quick follow-up and deeper emotional support, while also offering valuable recognition for care teams and insight into program improvement opportunities.

Implementation

St. Croix Hospice was eager to implement BEREAVE but carved out time to consider how best to integrate the solution into their existing bereavement processes for maximum impact. St. Croix Hospice spent the months before going live **building out landing pages** and curating **resources for bereavement** contacts. Resources include a thoughtful welcome video by Chief Medical Officer, Dr. Andrew Mayo, and other bereavement resources such as support groups and reading materials.



“We thought hard about, 'If we're going to go into this and we're going to put everything into it, we're going to **take the longer route** to make sure we're doing everything **right**.'”

— Alyssa Grythe, Manager of Bereavement Services at St. Croix Hospice

93%

Reduction in
Paper Mailings

32.7%

Engagement
Rate

20%

Click-Through
Rate (CTR)

Impact

St. Croix Hospice's strategic approach to implementing BEREAVE yielded quick benefits:

Care Experience Feedback



Real-time feedback from grieving families on support needs, care teams, and hospice experiences enables St. Croix Hospice to respond quickly while fostering unique opportunities for employee recognition and culture building within select branches.

Engagement Insights



Increased web traffic and resource engagement visibility highlighted BEREAVE's value in strengthening referrals and enhancing the impact of St. Croix Hospice's bereavement program. Prior to adopting BEREAVE, engagement was unmeasurable.

ROI Boost



Enhanced bereavement communication boosted engagement (text responses and website visits) to 32.7%, CTR to 20%, while reducing monthly paper mailings by 93%.

By thoughtfully curating bereavement resources, creating targeted landing pages, and harnessing meaningful data insights, St. Croix Hospice quickly realized both program success and measurable ROI through the nanaCONNECT - BEREAVE module. Discover [the full story](#) behind St. Croix Hospice's early adoption of BEREAVE at maxwelltec.com.

About Maxwell TEC

Maxwell TEC enables care at home through technology and strategic solutions, blending decades of clinical expertise with innovative approaches designed to empower people and processes. With a suite of tech-enabled products, data-driven solutions, and consulting services, Maxwell TEC equips care providers with the tools and strategies necessary for success in the digital era.

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