

THE I N D E P E N D E N T

The Association of Independent Funeral Homes of Virginia

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2018-3



GREETINGS,

FELLOW FUNERAL SERVICE PROFESSIONALS AND
ASSOCIATE MEMBERS

HOW TIME DOES FLY, IT ONLY SEEMS LIKE YESTERDAY
THAT I WAS FINALLY WELCOMING SPRING AND NOW WE
ARE AT THE CUSP OF THE AUTUMNAL EQUINOX
AGAIN. MY MY MY, HOW TIME DOES FLY.

I AM QUITE SURE THAT EACH OF US HAVE RECEIVED THE
NEW AUTHORIZATION TO RELEASE FORM FROM THE
OFFICE OF THE CHIEF MEDICAL EXAMINER. IT IS REALLY
THE SAME FORM BUT BUT NOW HAVE TO BE SIGNED BY A
FAMILY MEMBER OR DESIGNEE.

THIS LAST YEAR HAS BEEN ONE OF GREAT EXCITEMENT
FOR ME TO SERVE AS PRESIDENT OF THIS GREAT
ASSOCIATION. HOWEVER, AS THE CHIEF COOK AND
BOTTLE WASHER OF A SMALL FAMILY OWNED BUSINESS
TIME CONSTRAINTS MAKE IT IMPOSSIBLE TO DEVOTE
FULL TIME TO THIS VERY EXHAUSTING ENDEAVOR. I WILL
NOT SEEK A SECOND TERM, BUT THE TIME THAT I HAVE
SPENT IN THIS OFFICE HAS BEEN MOST REWARDING. I
WILL TREASURE IT FOR LIFE.

THANK YOU FOR THE OPPORTUNITY AND WITH THAT I
WISH YOU ALL WARMEST REGARDS,

NATHAN A. HINES

DOES AN AUTHORIZED DESIGNEE TRUMP
ALL NEXT OF KIN.....YES!

§ 54.1-2825. Person to make arrangements for funeral and disposition of remains.

A. Any person may designate in a signed and notarized writing, which has been accepted in writing by the person so designated, an individual who shall make arrangements and be otherwise responsible for his funeral and the disposition of his remains, including cremation, interment, entombment, or memorialization, or some combination thereof, upon his death. Such designee shall have priority over all persons otherwise entitled to make such arrangements, provided that a copy of the signed and notarized writing is provided to the funeral service establishment and to the cemetery, if any, no later than 48 hours after the funeral service establishment has received the remains. Nothing in this section shall preclude any next of kin from paying any costs associated with any funeral or disposition of any remains, provided that such payment is made with the concurrence of any person designated to make arrangements.

IMPORTANT UPDATE:

Updated Authorization to Body Release Form from OCME

On behalf of the Office of the Chief Medical Examiner (OCME).

Effective September 17, 2018, the updated Authorization to Body Release form, which is attached, will be required when picking up a decedent at any of our district offices. By mandating the required information on the updated form, it will put the Virginia OCME in alignment with other Medical Examiner systems nationwide. One major change to the form requires the Next of Kin/Designee/Guardian's name and signature.

This form will be live on our website on September 17, 2018 and can be found here: <http://www.vdh.virginia.gov/medical-examiner/information-for-funeral-directors/>

Should you have any questions, please contact Arkuie Williams at arkuie.williams@vdh.virginia.gov or (804) 786-3174 or your local OCME district office.

Vital Records has announced two enhancements made to EDRS.

1) Cases created by funeral homes and electronically assigned to medical certifiers will be returned to the funeral home once the medical certification is completed. This will give funeral homes the ability to "De-Certify Demographics," make necessary changes to demographic information, then re-certify the case and file it with the Dept. of Vital Records (DVR).

2) If the eSignature has been completed and the case has NOT been electronically assigned or filed with DVR (or the local Health Department), the funeral home or medical certifier can electronically request the deactivation of the case if any edits are needed.

To assist in understanding these updates, a document containing sample files with case by case examples is attached.

Also, as of July 1, 2018: (three changes to section 32.1-263 of the Code of Virginia) Signature changes (brief explanations):

- If a member of the next of kin of the deceased completes the certificate of death, he shall file the certificate of death in accordance with the legal requirements but shall not be required to file the certificate of death electronically.
- If the death occurred while under the care of a hospice provider, the medical certification shall be completed by the decedent's health care provider and filed electronically with the State Registrar of Vital Records using the Electronic Death Registration System for completion of the death certificate.
- A physician licensed in another state who was in charge of the patient's care for the illness or condition that resulted in death may now sign the death certificate.



*Warfield-Rohr
Casket Co., Inc.*

IFHV MEMBER BENEFIT WITH WARFIELD- ROHR

To show support of Virginia's independent firms and particularly IFHV members, Warfield-Rohr Casket Company just announced a special casket program just for IFHV firms. The program was reviewed and

unanimously endorsed by the IFHV Board of Directors.

The Warfield-Rohr Benefit Program for IFHV Members offers member firms a quantity driven discount plan of up to a combined Terms Discount/Rebate of up to 20%. The rebate program began on August 1 and ends July 31 of each year. The rebate program quarters will end on November 30, February 28, May 31 and August 31 of each year.

Quantity of Caskets Purchased	Terms Discount	IFHV Member Rebate	Total Percentage Rebate	Contribution to IFHV per Casket
1 – 25	5%	6%	11%	\$2.00
26 -39	5%	9%	14%	\$2.00
40 – 59	5%	10%	15%	\$2.00
60 – 99	5%	13%	18%	\$2.00
100+	5%	15%	20%	\$2.00

To further show support for IFHV and its members, Warfield-Rohr will additionally contribute \$2 for every casket sold by them to an IFHV member. This program is an example of the benefits of IFHV membership and how IFHV works for the mutual benefit of its firm and associate members. Any questions may be addressed by your Warfield-Rohr sales representatives.

Baker-Post Funeral Home & Cremation Center

Mr. Michael Post
10001 Nokesville Road
Manassas, VA 20110
703-368-3116

Given's Funeral Home

Mr. Robert Givens
110 Woodrum Street
Pearisburg, VA 24134
5420-921-1650


Phelps Funeral & Cremation Service

Mr. Michael Phelps
PO Box 3744
Winchester, VA 22604
540-722-2424

Greene Funeral Home Inc.

Nelson E. Green, Jr.
814 Franklin Street
Alexandria, VA 22314
703-549-0089





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Board of Funeral Directors and Embalmers Guidance on Time Credit for Continuing Education

Credit for one hour of live coursework in continuing education must include at least 50 minutes of instruction.

Credit for self-study courses or activities is limited to the actual amount of time it takes the licensee to complete the course or activity and may not exceed the time credit assigned by the approved continuing education provider. For example, if a self-study course is assigned two hours of CE credit by the provider, but the licensee completes the course in one hour, he may only count one hour of credit toward completion of this CE requirement for renewal of licensure. If the course is assigned two hours of CE credit by the provider, but the licensee takes three hours to finish, he may only count two hours of CE credit.

Complacency in the Non-Traditional Market: 3 Ways to Make a Change



Do you fear complacency in our industry? Many times, it's not until we reflect that we realize we could have lived much more intentionally. Some may look back at our industry in the last decade and find "complacency" has settled in. Russian-American novelist Vladimir Nabokov once said, "Complacency is a state of mind that exists only in retrospect: it has to be shattered before being ascertained." This can be frightening but there is good news! We can use that information to better our future.

My family opened our first memorial park in the 1960's, and we now own seven funeral homes – one in Arizona where the cremation rate is almost as high as the temperatures. This consumer trend in Arizona taught us that we had a whole new market to understand and educate. One of our first actions was to install one of the first crematories in Illinois in the early 1970's, allowing us to serve the non-traditional customer for over 4 decades. My family is blessed because we have been involved in the industry in several different capacities and we get the opportunity to learn from a lot of various experts in our industry. After years of interacting with a high cremation market, a snapshot of our strategies told us we needed to shift roles from order takers to industry experts.

There are two major areas we must change to better serve the non-traditional market; re-positioning ourselves as industry experts and being intentional while marketing to the non-traditional customer. They have unique needs and vision that, as experts, we need to guide them through. We should establish ourselves as the "go-to" for these customers and educate on the real risks and opportunities of choosing direct cremation.

As we continue to be bold about our non-traditional customer approach here are some changes you can make we've found to be successful in that market.

1. Host Curious About Cremation Seminar Luncheons.

Education is the biggest piece of the cremation puzzle. Most consumers don't know enough about cremation to make informed decisions, but how can we attract and maintain a captive audience so that we can tell them the real story about cremation?

Get your event in front of your audience. We began hosting seminars called "Curious About Cremation." These are advertised in newspapers and social media platforms, and we often ask a question that hooks the reader, such as "Do you have plans for the end of your life?" It is important to stir up some interest because we typically convert over 80% of attendees into actual pre-need sales.

Provide a safe and comfortable setting. During the seminar, we provide a free lunch at our funeral home. We create an atmosphere that feels safe and comfortable for the attendees. By using our space we have differentiated ourselves. We take a lot of pride in our facilities and we tour them, explaining that unlike our competitors, cremation cases never leave our care. Know what your competitive advantage is and be sure to flaunt it!

Educate. Educate. Educate. During the lunch we allow a funeral director or a pre-need counselor give a presentation that covers options for non-traditional disposition.

We start by making sure the attendees feel just as important as traditional families. We even created a special room for cremation families increasing our average cremation sale by \$400 per case.

In addition, we share the risks involved with direct cremation. The attendees are reminded that the services aren't just for them. The service is for friends and family who all require different steps along the journey to healthy healing. We have seen several situations where direct cremations have left families without the proper closure.

Most importantly, we close with the opportunity for questions. Be prepared to answer any variety of questions in a dignified manner. This is your opportunity to establish yourselves as experts. If you can successfully answer questions to the attendees' satisfaction, they will now look to you as specialists.

2. Be intentional about your cremation message.

I'll never forget the first billboard I saw that advertised cremation with a price. I was in Arizona visiting, and I drove by one of our competitor's billboards. They were advertising \$595 cremation. I couldn't help but think that this was going to hurt the industry by reinforcing the idea that cremation is an acceptable "cheap" and "easy" option. We need to be intentional with what kind of message we are advertising.

It is rare that we advertise any kind of price. Again, we want to use advertising to establish ourselves as experts and we need to make sure we stand behind that message. We do a lot of training with our funeral directors that includes:

Role-playing. We practice playing roles specifically for price shoppers on the phone. Price shoppers are often looking for comfort, not price.

Routine Training. We provide monthly training on how to deal with difficult questions and customers. We also set clear expectations that set the bar high with our staff. They know the importance of taking the time to educate.

3. Ask the Right Questions.

As you may have noticed, we focus a lot on setting the stage for cremation families during the pre-need process, but what about at-need situations? How can you educate families during such a delicate time?

Asking some strategically placed questions can get your families thinking about more than just price. Some questions we like to ask include:

- Does (loved one) have family and friends that may benefit from a viewing prior to the cremation?
- (loved one) may have said that they want direct cremation, but what would you and your family like to see?
- What are you planning to do with your loved one's remains after the cremation? If you take them home, what will happen to them once you are gone? Have you thought about a final resting place for the remains?

It is important to be ready with products and information that can help families make the healthiest decision. I'm also a big believer in opinions. Sharing your educated opinions or past experiences with families is a great way to get a point across without up-selling and creating an uncomfortable situation.

By learning from our past strategies over the years we have learned how to better educate non-traditional at-need and pre-need consumers. We have also learned the most effective way to establish ourselves as industry experts to that audience. I hope you we've shared some valuable strategies you can implement it in your funeral home today. Is it too much of a promotion do a "let us know what you implement by sharing on our Facebook page" or something? Just opening it up for discussion.

<https://funeralbusinessadvisor.com>

Board of Funeral Directors and Embalmers
Review of and Recommendations for Changes to Regulations



The purpose of this review is to determine whether this regulation should be repealed, amended, or retained in its current form. Public comment is sought on the review of any issue relating to this regulation, including whether the regulation (i) is necessary for the protection of public health, safety, and welfare or for the economical performance of important governmental functions; (ii) minimizes the economic impact on small businesses in a manner consistent with the stated objectives of applicable law; and (iii) is clearly written and easily understandable. Below are some of the proposed regulatory review comments made by the Virginia Board of Funeral Directors and Embalmers.

For a full listing please visit the Board of Funeral Directors and Embalmers website.

18VAC65-20-50. Posting of license.

18VAC65-20-50.A. Ms. Tillman Wolf requested that the Committee clarify that the license shall be posted where a licensee practices, rather than where he is employed.

18VAC65-20-130. Renewal of license; registration.

18VAC65-20-130.A.(3) Ms. Tillman Wolf requested the Committee consider the addition of a third requirement to this section to require that a courtesy card holder submit verification of an unrestricted funeral service license from the applicant's licensing authority in all states whether active, inactive, or expired.

18VAC65-20-151. Continued competency requirements for renewal of an active license.

18VAC65-20-151.E. Ms. Tillman Wolf requested the addition of letter "E" to this section to specify that a licensee shall be exempt from the continued competency requirements for the first renewal following the date of initial licensure by examination in Virginia.

18VAC65-20-152. Continuing education providers.

Ms. Tillman Wolf reviewed the current requirements for registration of continuing education providers and potential changes as suggested by Ms. Yeatts. Committee members discussed the current process and agreed to keep that process, with minor changes to clarify the process to be proposed by Board staff. **18VAC65-20-153. Documenting compliance with continuing education requirements.**

18VAC65-20-153.A. Ms. Tillman Wolf requested clarification that a licensee must maintain original documentation of CE compliance for a period of two years after each renewal period.

18VAC65-20-154. Inactive License.

18VAC65-20-154.A. Ms. Tillman Wolf requested that the renewal fee for inactive status be specified under section 18VAC65-20-70 for required fees for consistency.

18VAC65-20-171. Responsibilities of the manager of record.

18VAC65-20-171.B.(4) Ms. Tillman Wolf requested the addition of a fourth requirement stating that the manager of record was responsible for correction and/or seeking correction of any deficiencies found in the course of an inspection.

18VAC65-20-435. Registration of crematories.

18VAC65-20-435. Ms. Tillman Wolf discussed proposed language to clarify whether a manager of record for a funeral establishment may also serve as the manager of record for a crematory at the same location.

18VAC65-20-436. Standards for registered crematories or funeral establishments relating to cremation.

18VAC65-20-436.A.(2) Ms. Tillman Wolf requested to clarify that the cremation authorization form shall include an attestation of visual identification of the deceased from a viewing of the remains or a photograph of the remains signed by the person making the identification, executed prior to the cremation

18VAC65-20-580. Preparation room equipment.

18VAC65-20-580(7) Mr. Walton requested to add that the means or method for the sterilization and/or disinfection of reusable instruments be by chemical bath or soak; autoclave (steam); or ultraviolet light. Committee members further discussed whether there should be any additional changes to the requirements for preparation rooms.



NEW IFHV REFERRAL PROGRAM

IFHV has a new membership recruitment program that is designed to help grow the IFHV membership and reward our existing members. If you recommend a Funeral Home for IFHV Membership AND they join, then you'll receive 1 free conference registration to either the IFHV 2019 Spring or Fall Conference. Fill out the form below and return it to IFHVoffice@gmail.com or 804-643-0311 (Fax).

IFHV MEMBER NAME: _____

IFHV MEMBER EMAIL: _____

IFHV MEMBER PHONE NUMBER: _____

POTENTIAL MEMBER NAME: _____

POTENTIAL MEMBER FIRM: _____

POTENTIAL MEMBER ADDRESS: _____

POTENTIAL MEMBER EMAIL: _____

POTENTIAL MEMBER PHONE: _____



4461 Cox Road, Suite 110
Glen Allen, VA 23060

SAVE THE DATE: IFHV 1 Day CE Conference – Richmond, VA. March 15, 2018