

# GENOGRAM

## PASSARE, MW+C MAP DEATH CARE RISK FACTORS FROM CREMATION TO COVID

### INSIGHTS 2020



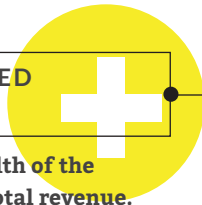
#### IMMEDIATE COVID IMPACT WAS SURPRISINGLY MINIMAL

Perhaps most surprisingly, initial data shows that COVID -19 did not have the immediate negative impact on the industry that many had originally feared.

**70%** of firms studied reported an increase in total revenue from Q1 to Q2 this year.

#### REVENUE IS STRONGLY LINKED TO SELF-PERCEPTION

Interestingly, the self-reported health of the company correlates strongly with total revenue. This may indicate that short-term success has a masking effect on more insidious underlying factors. Or, it may indicate that healthier firms simply make more money.



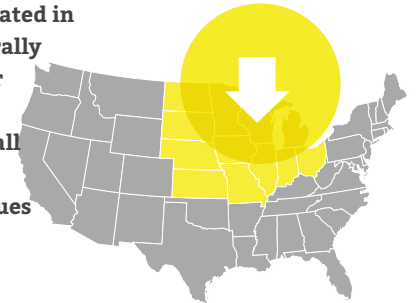
#### CASES DON'T EQUAL SUCCESS

Early analysis shows little correlation between case count and overall health or revenue of funeral homes. Some firms saw significant declines in case count while revenue grew, and other firms with case growth saw revenue decline. This finding calls into question the usefulness of case volume, which has long been used by funeral homes as a metric of month-to-month success.

#### REGION MATTERS... A LOT

A funeral home's location, more than almost any other variable, seems to play the biggest role in its overall health and revenue.

Funeral homes located in the Midwest generally report much lower total revenue and much poorer overall company health than their colleagues in the Northeast and South.



Nearly half of Midwestern firms studied reported a decrease in revenue—more than twice as many as in other regions. Midwestern firms were also much more likely to describe themselves as operating within a saturated or commoditized market (where competition is most intense and innovation most lacking), as opposed to a healthy, mature market with plenty of opportunity for growth.

"The Genogram's results have already yielded so much insight and challenged traditional industry assumptions. We exist to serve the funeral homes who, in turn, serve grieving families. This data gives us more tools and better clarity as to how we can do so."

—Josh McQueen, Vice President at Passare

THE FULL REPORT WILL BE RELEASED THIS NOVEMBER.