

## **Ring in the New Year with a Marketing Plan to Grow Your Home Care Business in 2014**

Home Care Pulse Webinar –  
December 11, 2013



# Housekeeping

- Everyone is on mute
- IMPORTANT – For the best quality audio, suggest using your telephone and not your computer's microphone
- Type your questions in the question box and we will address them at the end of the call
- Please “be present” today, pretend we are in a classroom together
- Please take the one question survey when leaving the presentation

# About our Presenters



**Jack LaBaugh**  
Director of Marketing/Public Relations



**Chris Marcum**  
Director of Online Marketing

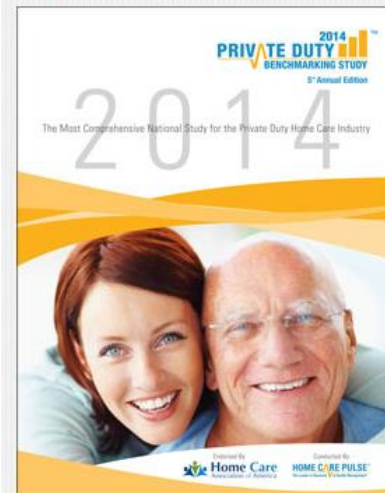
# Home Care Pulse Brands

Leading Quality Management Firm for the  
Home Care Industry



Founders and Creators of the  
Largest National Studies  
for Home Care  
And for Professional Care  
Managers

## Private Duty



## Care Management



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# Proof of Quality Sets You Apart!



# Home Care Pulse Resources

**We provide the following to help you market your business:**

- **Referrals and Testimonies**
- **Press Releases**
- **Referral Resources**
- **Inform Letters**
- **Best of Home Care**

# 2013 Top 10 Overall Referral Sources

1. **Clients & Family Members**
2. **Home Health Agencies**
3. **Government – State Medicaid Waiver Programs**
4. **Hospital Discharge Planners**
5. **Hospices**
6. **Other**
7. **Skilled Nursing Facilities**
8. **Government- Area Agency on Aging Case Managers**
9. **Assisted Living Facilities**
10. **Continuing Care Retirement Communities**

Results from 2013 Private Duty Benchmarking Study



# Sales & Marketing

## Participants Overall – 2012 Top 2 Referral Sources

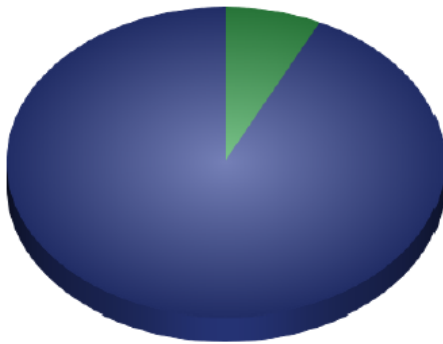
2012 Top 2 Referral Sources	% of Participants Who Listed as Top Source	Median % of 2012 Revenue
Clients – Past & Current	23.8%	40.0%
Home Health (Medicare Certified)	10.5%	30.0%

- Clients generate more revenue than any other referral source!
- Develop a solid client referral campaign!

# Referrals and Testimonials

## Net Promoter Score <sup>(4)</sup>

Client 180 Day Promoter Score: Promoter (9)  
Client "Recommend Agency to Others" Responses



■ Detractor (7%) ■ Passive (0%) ■ Promoter (93%)

## January 2013 | Client Testimonials <sup>(6)</sup>

### Timeliness of caregivers

Ruby Davis | January 2013

- ▶ She is always on time. A few years back we had a terrible snow storm and we were so impressed that she even arrived on time during the thick of the storm. She is that dedicated to her job.

### Compassion of caregivers

Ruby Davis | January 2013

- ▶ Our caregiver is extremely compassionate; she treats my mother like she is her mother. I've truly been impressed with her compassion during the holidays. I live quite a distance away from my mother and unfortunately I couldn't make it home to see her this year during Christmas. Our caregiver came during her off time on Christmas to spend time with my mother; she even brought her a home-cooked meal and a gift. It was so great to hear how happy my mother was on that day.

**Likelihood of you recommending [agency] to others** - *I am highly likely to recommend this agency; in fact, I already have. I had a friend who was in need of care and I explained how this agency works and the type of people that they employ and she has now been with the agency for over a year now. She has said nothing but good things about her caregiver as well. She is extremely satisfied. That is another reason I would recommend them; if the people that I recommend remain happy, I would want other friends to be happy as well.*

N/A 1 2 3 4 5 6 7 8 9 10

## Lower Client Acquisition Costs

# Press Releases

Place Your Logo Here

[[Home Care Pulse: Home Care Pulse Certified Template]]

Intro Letter (for email)

(Suggested subject line: [COMPANY NAME] Earns Home Care Pulse Certified – Trusted Provider Distinction)

Dear [Prospective Client's Name]:

We understand that finding an in-home care provider for a loved one can be an emotional, stressful and confusing process. [COMPANY NAME] has some news that we hope will help you in your search for the best home care provider for your loved one. We are excited to share with you that [COMPANY NAME] has just received the Home Care Pulse Certified – Trusted Provider distinction.

What does this mean to you? Through feedback gathered from interviews with our clients, we have earned a certification that proves we care about the quality of services we provide for our clients! With this certification, you can rest assured that [COMPANY NAME] is committed to providing your loved one with the best in-home care possible.

The full news release is attached, and we hope it helps you understand how much we care about your experience and your loved one's quality of life.

Best,

[Name]

[Title]

[Company Name]

[Phone Number]

[Email Address]

# Referral Resources

## BEST of HOME CARE

### Why Choose A Best of Home Care® Award-Winning Provider?

The Best of Home Care Award is meant to give you confidence in choosing a trusted home care provider for your loved one. Only providers with the most satisfied clients are given this award by Home Care Pulse.

To qualify for the Best of Home Care Award, providers must:

- Contract with Home Care Pulse for at least six months.
- Have Home Care Pulse conduct live random phone interviews with a percentage of their clients each month.
- Become Home Care Pulse Certified.
- Receive the HIGHEST OVERALL satisfaction scores from clients in categories such as compassion, work ethic, communication and training.

Best of Home Care award-winning providers appreciate their clients' feedback and are dedicated to providing the highest level of quality, professionalism and expertise in home care.

Look for providers who have been awarded the following:



#### Best of Home Care Provider of Choice

This award is given to home care providers who receive the highest satisfaction scores from their clients. These providers are best-in-class for quality in home care. This recognition reassures you that your home care provider is dedicated to your satisfaction and will provide you with quality, trustworthy in-home care.



#### Best of Home Care Employer of Choice

This award is given to home care providers who receive the highest satisfaction scores from their caregivers. These providers support and train their caregivers. Their caregiver satisfaction scores have earned them recognition as a top employer. This recognition gives you peace of mind, knowing your home care provider and your caregivers are dedicated to providing you the best in-home care possible.



#### Best of Home Care Leader in Excellence

The title of Leader in Excellence is awarded to the few providers who set the highest standard, receiving the highest client and caregiver satisfaction scores in all categories. This recognition shows you that your provider is one of the best in the nation.

Through the Best of Home Care Award, you can be reassured that that you are receiving care from a provider who listens to their clients and has proven their dedication to excellence in home care.



Trusted Provider

### What Does It Mean to be a Home Care Pulse Certified-Trusted Provider?

Finding an in-home care provider for a loved one can be an emotional, stressful and confusing process. How do you find a provider who will give your loved one the best possible care?

We, at Home Care Pulse understand the difficulties you face when searching for a home care provider. We have made it our job to make the process easier for you by eliminating the guesswork.

#### Look For a Home Care Pulse Certified – Trusted Provider

Home Care Pulse Certified – Trusted Providers have proven their commitment to their clients' satisfaction by contracting with Home Care Pulse to gather and report feedback from their clients. We do this by conducting random live phone interviews with a percentage of their clients each month. Because we are an independent third-party company, we are able to collect honest and unbiased feedback, without outside influence.

Each client, or their responsible party, is given the opportunity to rate the provider on a scale of 1-10 in areas such as:

- Timeliness of caregivers.
- Services being provided as promised.
- Compassion of caregivers.
- Overall quality of care.

Clients are also given the opportunity to provide feedback on areas where the provider needs to improve as well as areas where they excel.

After Home Care Pulse conducts live phone interviews, we send a report to each provider informing them of our findings and showing them how their business rates compared to others in the industry.

Our goal is to assist home care businesses in providing the best home care possible, while recognizing those who are the best in the industry.

#### Be Confident Choosing a Certified-Trusted Provider

Certified – Trusted Providers are committed to:

- Actively gathering important feedback from their clients each month.
- Using clients' feedback to help them provide excellent care.
- Giving you or your loved one the best in-home care possible.

Choose a Home Care Pulse Certified – Trusted Provider and feel confident that you are choosing the best provider for your loved one.



# Inform Letters

[BUSINESS LOGO OR LETTERHEAD]

Date:

MEMO: AN IMPORTANT REMINDER TO ALL CAREGIVERS

Several months ago, we announced that [COMPANY NAME] contracted with Home Care Pulse to conduct phone interviews and gather feedback from our clients and caregivers. We truly appreciate your participation in this program so far! Your feedback has helped us make [COMPANY NAME] a better employer and home care provider.

We would like to share some of our achievements over the last several months with Home Care Pulse:

- The majority of our clients and caregivers have participated in this program already.
- We addressed several important concerns from caregivers regarding workplace improvements.
- Our clients are noticing a difference as we strive for excellence in home care.
- Our overall client satisfaction score improved from [XX%] during the first month of this program to our current client satisfaction rate of [XX%].
- We have received an additional [XX] client referrals through this program.
- We are now **Home Care Pulse Certified™**, setting us apart as one of the only certified-trusted providers in the area.
- We earned national recognition as a **Best of Home Care®** provider in these categories: [Select from the list] Work Ethic, Timeliness of Caregivers, Knowledge of Caregivers, Compassion of Caregivers, Appropriate Appearance, Confidence Level in Office Staff, Effective Communication, Coordination of Schedules, Response to Problems, Service as Promised, Recommend Agency to Others, Overall Quality of Services.



As a reminder, Home Care Pulse will continue to conduct regular phone interviews with our clients and caregivers. You will be contacted twice a year (no more than once every 6 months). We encourage you to participate and help us become the best employer and home care provider we can be.

Please take a look at the attached "Frequently Asked Questions" to learn more about Home Care Pulse and the interview process. If you have any other questions about this program, please do not hesitate to contact us. We truly appreciate your willingness to participate in these phone interviews, and we look forward to receiving your feedback!

[CONTACT NAME]  
[CONTACT TITLE]  
[COMPANY NAME]  
[PHONE NUMBER]

[BUSINESS LOGO OR LETTERHEAD]

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[CONTACT NAME]  
[CONTACT TITLE]  
[COMPANY NAME]  
[PHONE NUMBER]



## WHAT PEOPLE ARE SAYING

"I am getting the best service I know I can get. My caregivers go way out of the way to help me. I really appreciate that. I couldn't ask for anything better."

- **Danny, AK**



### Find a Certified Home Care Provider

Please enter your zip code or Canadian postal code to find a certified or award-winning home care provider in your area.

SEARCH

[Privacy Policy](#)



- Increase your Referrals and Inquiry Close Ratio by bringing in more *pre-qualified leads* to your business
- Emphasize the significance of your Certification and Awards to the consumer
- Set you apart as one of the best home care providers
- Help consumers make the best home care choice



# Only 6 Copies left!

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**BENCHMARKING STUDY**  
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Home Care Association of America HOME CARE PULSE®  
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**JINGLE13**

# January's Webinar



For more info and to register for this free webinar,  
go to [goo.gl/na8Ych](https://goo.gl/na8Ych)