

10:00 – 10:45 AM EST

DAY 2



# Every Home Care Agency Has 2 Brands — How to Define Yours



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# Session Agenda

What are your two brands as an agency

What is an employer brand and how to establish one

What is a consumer brand and how to build one

Audience Q&A

**A strong brand improves every aspect of your marketing efforts.**

# Employer Brand

Make your recruitment and hiring efforts easier.



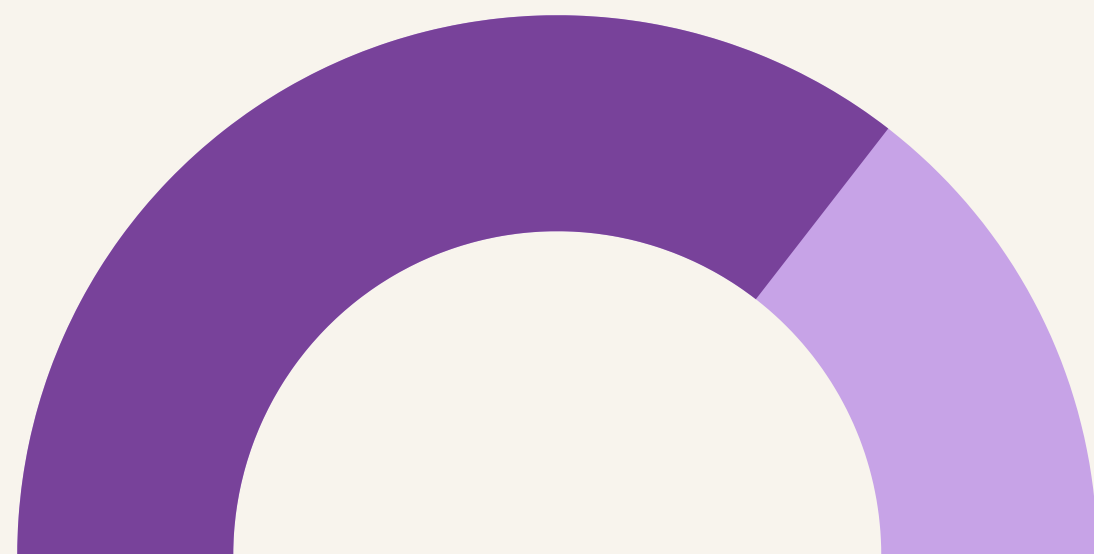
# Consumer Brand

Make your sales and marketing efforts more effective.

# What is an Employer Brand?

## Your Reputation

But geared specifically toward the way you're thought of and talked about by your employees and potential employees in your area.



71%

of job seekers would not accept a job offer from an employer with a weak or bad employer brand.

Reputation Management Study by MRI Network

**“An excellent employer brand will serve as an organization’s best recruitment tool to persuade job seekers that your organization is an employer of choice.**

**As an employer, your most important first step is to build a really strong employer brand.”**

**Chris Mercer**

Hireology | Director of Health Care Market Growth

# What will a strong employer brand give you?



A larger pool of employee applications.



The opportunity to be more competitive than other agencies in the area.



Increased satisfaction from current employees.



A new sense of urgency to work for your company.



**“The tools have changed so dramatically for job seekers. Now candidates have all kinds of access to information about a company and all of a sudden your employer brand is critical because as a company, you’re no longer in control of the conversation, but that conversation impacts you.”**

**Jason Seiden**

Employer Brand Expert

# What makes up an Employer Brand?

Core Values

Employee Recognition

Company Culture

Training

Advancement Opportunities

Community

# A few more contributors

What would you add?

## Your Office Staff & Field Managers

People don't quit jobs.  
They quit managers.

## Opportunities revealed when researching your agency.

We've helped thousands of agencies do this, and there are ALWAYS unique things they need to work on and unique advantages they can utilize.

# How to Build an Employer Brand



Create a plan

Gather feedback and information (starting with your employees)

Take action to improve your weaknesses as an employer

Amplify the good things happening in your agency to the rest of the world using online reviews

EVERY HOME CARE AGENCY HAS 2 BRANDS

# What is a Consumer Brand?

## **Your Reputation**

But geared specifically toward the way you're thought of and talked about by your clients and prospective clients (and their families) in your area

# A Consumer Brand should:



Have a trustworthy reputation



Show what makes you different



Focus on the client perspective



Be complimentary to your employment brand



Be difficult for competitors to duplicate

# Differentiating Your 'Client' Brand

## Specialize

- Specialize in a particular condition
- Provide your caregivers with the necessary training
- Create customized care plans for each client
- Become the premier option for seniors in your area with these conditions

## Prove Health Outcomes

- Prove your ability to deliver health outcomes
  - Readmissions
  - Fall Prevention
  - Medication Adherence
- This data is available to market your agency to referral partners

## Exceptional Care

- Be able to back up your claim with data
- Client testimonials
- Client Satisfaction scores
- Positive online reviews
- Third-party endorsements
- Best of Home Care Awards

**It can be difficult to know which strategy will work best for attracting new clients to your home care business.**

**Test various strategies and methods and find what works best for your agency.**

**"Test, track, and adjust."**



# 2021 Top Marketing Sources

## 1. Clients

2. Internet - SEO
3. Caregivers/Employees
4. ALFs
5. HHAs
6. Hospices
7. Discharge Planners
8. Internet - Google Ads/PPC
9. Internet - Corporate Leads
10. Government - State Medicaid Waiver Programs

2021 HCP Benchmarking Report

EVERY HOME CARE AGENCY HAS 2 BRANDS



# A few common mistakes agencies make

- **Not being willing to take real, honest feedback** on what their weaknesses as an employer are.
- **Being a great employer, but not putting in the work to get the word out.**
- **Establishing your brand at the foundation of your agency, but not adapting to meet the needs of your changing client/caregiver population.**

**Employer  
Brand**

**How do your  
people see you?**

**Consumer  
Brand**

EVERY HOME CARE AGENCY HAS 2 BRANDS

# The Care Intelligence Platform



## HCP Training

Clinical and Non-Clinical Home Care Training

**Turn good care teams into great care teams.**

## HCP Experience Management

Experience Surveys & Reporting

**Learn the good, bad, and ugly about your business. Then take action.**

## HCP Reputation Management

Online Reputation Management

**Take control of your agency's online reputation.**





## Audience Poll

**Would you like someone to  
contact you about our Care  
Intelligence Platform?**



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# Audience Questions



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