



Home Care Referral Marketing

STRATEGY GUIDE

Referral Source Options List

Clients

- Past and current clients and their loved ones

Government

- Area Agency on Aging Case Managers
- State Medicaid Waiver Programs
- Veterans Administration Programs

Healthcare Professionals

- Assisted Living Facilities
- Continuing Care Retirement Communities (CCRC)
- Home Health Agencies (Medicare Certified)
- Hospices
- Hospital Administrators/Executives
- Hospital Discharge Planners
- House Call Physicians
- Independent Living Facilities
- Physician Offices
- Rehabilitation Centers (Outpatient)
- Rehabilitation Hospitals (Inpatient)
- Skilled Nursing Facilities
- Social Service Agencies
- Workers Compensation Providers/Case Managers

Networking

- Business networking groups (e.g., BNI)
- Chamber of Commerce
- Connecting with Professionals on LinkedIn or Other Social Media
- Other State Healthcare Related Associations
- Service Clubs (e.g., Rotary, Kiwanis)

- Serving on Board of Directors of Various Community Organizations
- State Home Care Association
- Trade Shows (Meeting the Other Vendors)

Trusted Advisors

- Bank Trust Officers
- Certified Senior Advisors or CSAs
- Clergy
- Elder Law or Estate Attorneys
- Fiduciaries
- Financial Planners or CPAs
- Funeral Directors
- Geriatric Care Managers
- Guardians/Conservators
- Long-Term Care Agents

Other Referral Sources

- Adult Day Care Centers
- Churches
- Current Caregivers
- Non-Profits
- Occupational Therapists
- Other Private Pay Agencies
- Pharmacies
- Placement Counselors
- Senior Communities
- Senior Placement
- Social Workers

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Referral Packet Checklist

When you meet with professional referral sources, you only have a moment to earn trust and make a lasting impression. Leaving a packet of information about your home care business and the services you provide can be an effective way to connect with doctors and other professionals in your area.

Below are items you should consider including in your referral packet.

- | | |
|--|---|
| <input type="checkbox"/> Mission/About Us Sheet | <input type="checkbox"/> Map of service area |
| <input type="checkbox"/> Team member bios | <input type="checkbox"/> Onboarding process sheet |
| <input type="checkbox"/> Detailed Services Sheet | <input type="checkbox"/> Client Case Studies |

Additional Items Available Through the Home Care Pulse Experience Management Program

Want to earn even more referrals and stand out from your competition? Below are additional items you can receive through the Home Care Pulse Experience Management program that will allow you to provide third-party proof that you offer excellent care, earn trust, and increase referrals.

Quality of Care Reports

- Client/Caregiver Net Promoter Score® Report**
This report shows your Net Promoter Score and indicates which percentage of your clients are promoters, detractors, or passives.
- Client/Caregiver Testimonial Report**
Authentic testimonials transcribed from live telephone interviews with your clients and caregivers.
- Client/Caregiver Satisfaction Benchmark Report**
This report shows how your home care business scores across seven client and seven caregiver satisfaction categories and how you compare to the industry average.
- Client/Caregiver Satisfaction Trend Reports**
Trend reports show how your clients and caregivers rate you in specific categories such as likelihood to recommend services, impact on daily life, compassion of caregivers, client/caregiver compatibility, caregiver training, and more.

Best of Home Care® Awards & Certification

- | | |
|--|--|
| <input type="checkbox"/> Home Care Pulse – Trusted Provider | <input type="checkbox"/> Best of Home Care® – Employer of Choice |
| <input type="checkbox"/> Best of Home Care® – Provider of Choice | <input type="checkbox"/> Best of Home Care® – Leader in Excellence |

Start receiving monthly feedback from your clients and caregivers.

Visit www.homecarepulse.com to learn more and request a free demo to get a personalized growth strategy discussion with an Experience Management program expert.