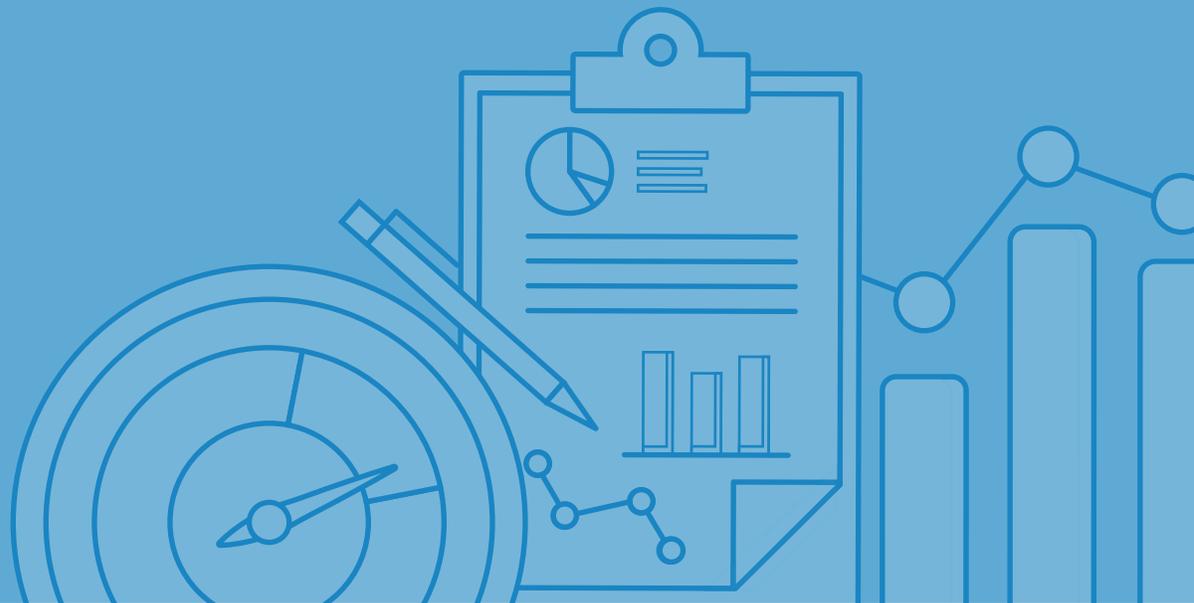




Experience is Everything

Why You Need to Start Measuring
Satisfaction Today



Measuring satisfaction isn't just about higher scores.

It's about office staff who love their jobs.

It's about referral partners who move you to the top of their list.

It's about caregivers who pass up other offers to stay with your agency.

It's about clients who tell every friend that your agency is the go-to for great care.

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The story of how one agency turned a disgruntled into a one-woman marketing department who referred over \$500,000 of business during her time with the agency.

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Not every client is going to call and complain. Not every caregiver is going to tell you what's really on their mind. Things you don't know about are impacting your business—every single day.

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Home Care Pulse has put in the work to be the best at gathering feedback and measuring satisfaction. Here's what we can help your agency become.

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Seriously. There's not. Here's why.

01

The \$500,000 Client



Listening and responding can turn a perpetually disgruntled client into a one-woman marketing department. Just ask Aaron Marcum, founder of Home Care Pulse.

When Aaron was running a home care agency in Salt Lake City, Utah, he experienced something that most home care owners are all-too-familiar with: the impossible-to-please client.

You're probably more familiar with the kind of situation than you'd like to be: no caregiver seemed able to please this client, management was scratching their heads as to what to do, and office staff members would sigh when she called in.

It wasn't until shortly after they'd replaced her ninth caregiver in six months that someone finally cracked the code: the client's seeming all-round frustration with caregivers actually boiled down to a few simple areas in which she was highly particular. Her eggs needed to be cooked a certain way, her blankets needed to be folded a certain way, and a few other tasks needed to be completed differently according to her specifications.

The client hadn't been quiet about her frustrations, but it took extensive conversations and time from management to realize that the true problem boiled down to a few simple issues.

Once they sent in a new caregiver trained to cook eggs and fold blankets the client wanted, this client became a huge advocate of the agency: a one-woman marketing department who ended up referring over \$500,000 of business by herself during her time with the agency.

This experience, and others like it, left Aaron Marcum with the realization that home care needed a solution to help home care agencies gather direct, unbiased feedback from clients and caregivers above and beyond what agencies can gather for themselves.

This client's whole outlook on the business shifted after management made a few small tweaks to the experience they provided her. Aaron's agency had stumbled upon a fact that most home care owners intuitively understand, but that most underestimate: experience is everything.

02

The Foundation of Your Business



Your client/caregiver experience is the core of your business, the foundation of everything you do. Every part of your business, from scheduling to sales to training to management meetings, goes more smoothly when clients and caregivers are happy.

How much easier is it to work with clients when they love the care they're getting?

How much easier is it to retain caregivers longer when they truly feel that their agency has their back?

And how much easier is it for your office staff to do their jobs effectively when they can work proactively instead of spending their time putting out fires?

Experience becomes even more important when you recognize the way home care marketing is changing. As Steve Schildwachter, Chief Brand Officer at Brightstar Care, puts it: "Customer experience and marketing are the same thing now."

With the way that social media and online reviews amplify word of mouth, your marketing can only be as good as the experience you provide.

"It's not me saying that my agency is the best home care provider in the area," said the owner of an agency in Hoquiam, Washington, who's a huge advocate of actively tracking client satisfaction. "It's my clients. It's my workers." His results speak for themselves: in the nine months after his agency started working with Home Care Pulse, their client base grew 125%.

Every part of your business [...] goes more smoothly when clients and caregivers are happy.

Ultimately, what you, your sales rep, and your advertising say about your business matters less and less. What matters more is what your clients and caregivers say.

And if you want them raving about you to their friends, it's not enough to provide an adequate experience. You need to be intimately familiar with the way clients perceive your services and understand exactly what they care about most.

03

That Which is Measured Improves



Measuring satisfaction provides a boost to the experience you provide that's unlikely to come any other way. Here's how:

First, you might have heard the old mantra: **that which is measured, improves**. The simple act of measuring satisfaction makes staff more conscious of clients' happiness and directs your (and your staff's) attention to the areas that most impact client satisfaction.

Second, measuring satisfaction according to the Home Care Pulse method, which measures satisfaction across different parts of their experience, helps you to know exactly where to put your time and effort, allowing you to save time and optimize your efforts for the greatest impact.

Third, it helps you measure the success of initiatives designed to improve client/caregiver experience, and see which ones make the greatest impact. You can stop relying on gut and start relying on fact.

Fourth, measuring satisfaction allows you to incentivize

your staff based on the experiences you're providing to clients.

We work with agencies who award their caregivers bonuses when their clients report extremely high satisfaction. How much more likely do you think those caregivers are to go above and beyond to thrill their clients?



Stop relying on gut and start relying on fact.

04

Whoever Said ‘What You Don’t Know Can’t Hurt You’ Never Ran a Business



As Whitney Krupala, a home care owner in Texas recently said to us, “You just don’t know what you don’t know.”

Every agency, no matter how well run, has blind spots. While some clients or caregivers may be outspoken, many feel reluctant to speak their minds out of fear of repercussion, confrontation, or judgment. Jennifer Vanniel, a home care agency owner in Michigan, explains it well:

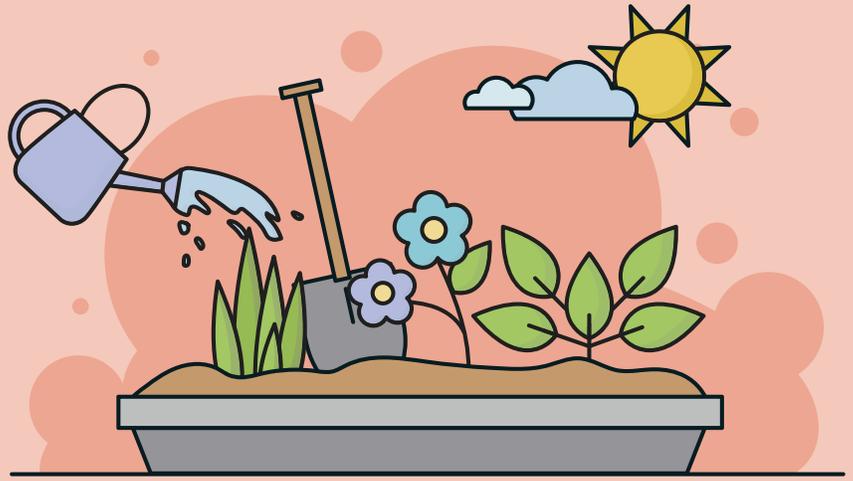
“The reality is, not everybody’s going to call and complain. Not every employee is going to call their supervisor. Not every client is going to say ‘I don’t like the caregiver.’ People have this instinct that if you complain about the company you’re going to have a target painted on your back—even if that’s the furthest from the truth. You need to actively solicit feedback, and it’s best if it comes from an outside channel that helps them feel safe to speak their mind.”

Gathering feedback also shows your clients and caregivers that you’re prioritizing their concerns and builds trust to help them be more likely to go directly to you if there’s an issue in the future.

“The reality is, not everybody’s going to call and complain. Not every employee is going to call their supervisor. Not every client is going to say ‘I don’t like the caregiver.’ People have this instinct that if you complain about the company you’re going to have a target painted on your back—even if that’s the furthest from the truth.”

05

Good Data = Growth



In addition to the ways that measuring satisfaction and gathering feedback can help improve your experience, these efforts are extremely important in gathering proof to establish your quality.

Home care is increasingly becoming a data-driven business. As Medicare Advantage opportunities open up to more agencies, competition for professional referral partners becomes tighter, and value-based care moves to become the norm, the agencies with growth opportunities are those who can prove their quality with quantifiable outcomes.

Demonstrating high client satisfaction (gathered by a third party for credibility) is a crucial element of proving your quality above and beyond your competition.

Here's what Guy Tommasi, a highly successful home care owner and Connecticut Home Care Association board member, told us in an email recently:

"I think one of the issues that plague the Private Duty industry is the lack of data collected by agencies. When I spoke at last year's Decision Health conference on the importance of this, it boggled my mind of how many agencies didn't understand

why readmission rates, client and caregiver satisfaction results, etc. are so critical.

These results are critical in order to justify being invited to the table – especially the Medicare Advantage table!! They will be assembling their provider networks from agencies who can show they have measurable data outcomes. The days of "personal friendships" accounting for referrals are going away. Compare it to the Home Health Industry in how they strive for 5 Star Ratings – using readmission data and patient satisfaction scores.

My agency has been using Home Care Pulse for several years. The data we have been able to provide to other stakeholders, comparing our satisfaction scores to those who have none, has been priceless.

If Private Duty agencies want to compete in the new health and home care world, they will need to collect DATA or be left out!"

06

If It's Worth Doing, It's Worth Doing Right



Why should you use Home Care Pulse to do all this?

First, it'll save you and your staff time to outsource the tasks of running surveys, gathering scores, and compiling it all into something that can be analyzed in a useful way. Agency owners and their staff have enough on their plates; anything that can be effectively outsourced is a blessing.

We not only run all the surveys, but we compile them into easy-to-use custom reports for you so that analysis is a breeze.

Second, you're likely to get watered-down feedback unless you use a third party. People are often unwilling to speak their minds directly to you. Talking to a third party, especially when they have the option to remain anonymous, results in much richer feedback.

We've put in the work to be the best at what we do. We produce more detailed feedback than any standard survey service, and while most survey providers

typically have a response rate of 25-30%, **we're proud to maintain a response rate of 99%**. We've been doing this for ten years, and we know how to do it right.

We also offer:

- Benchmarking data for you to measure your agency against regional competition
- Eligibility to qualify for Best of Home Care awards based on your satisfaction scores

Here are some of the partners that trust us:



07

Results Speak Louder than Words



According to the 2019 Home Care Benchmarking Study, agencies engaged in our program:

- Have powerful word of mouth—they're **50% more likely** to list their own clients as a top source of new referrals
- Make over **\$300,000 more in annual revenue**—and that gap is continuing to widen
- Experience **10-15% lower caregiver turnover**

And here's what some individual agencies are accomplishing with us.

- Personal Service Providers in Hoquiam, Washington [grew 125% with Home Care Pulse](#)
- SYNERGY of Carlisle, Pennsylvania [reduced turnover by 25%](#)--while the industry turnover rate rose 12%
- Right at Home of Midlothian, Texas [made clients their #1 referral source](#)
- At Your Side Care - the Woodlands [built a culture of trust by gathering feedback](#)
- Carefree Home Care [learned about a surprising blind spot](#)

There's No Risk For You

If you're interested in exploring whether Home Care Pulse could help your agency, set up a free consultation by visiting homecarepulse.com/free-consultation or call 877-307-8573.

At best, you start using a great tool that helps you solidify your foundation of great client care and become a more competitive employer.

At worst, we have a good conversation that brings you a little perspective on what other agencies are doing.

And if you don't find value in our services, you can quit in the first 60 days and we'll refund your setup fee.

In A Nutshell

1. Measuring satisfaction doesn't just yield better scores; it yields caregivers who pass up other offers to stay with your agency, office staff who love their jobs, and clients who tell their friends that your agency is the go-to for great care.
2. What you, your advertising, or your sales rep says about your agency matters a lot less than what your clients and caregivers say about your agency.
3. Every part of your business runs more smoothly when clients and caregivers feel like you're prioritizing their concerns.
4. That which is measured, improves. Measuring satisfaction will help you know where to focus your efforts in improving the experience you provide to clients and caregivers.
5. Every agency has blind spots. Gathering feedback is essential because "you don't know what you don't know."
6. Gathering feedback through a third party is critical because people often feel reluctant to fully speak their minds directly to the person (or company) they're talking about.
7. To stay competitive as Medicare Advantage becomes more available and working with referral partners becomes more competitive, you need data to prove the quality of your care.
8. Home Care Pulse has put in the work to be the best at what we do. We can survey your clients and caregivers with a 98% response rate—about 60% higher than in-house surveys or other third-party survey companies.

Set up a call with our team

Read More

- [How Gathering Client Feedback Can Jumpstart Your Client Referrals](#)
- [How Your Caregivers Can Help You Reduce Caregiver Turnover](#)
- [33 Ways Home Care Agencies are Using Home Care Pulse](#)
- [Why Home Care Agencies That Measure Satisfaction Are Making More Money Than Those That Don't](#)
- [Home Care Marketing Doesn't Work the Way it Used to—Here's What You Can Do About It](#)
- [27 Eye-Opening Quotes from Home Care Clients](#)

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