



Exclusive to the **VETERANS HOME CARE** Family

# Agency Success Strategies

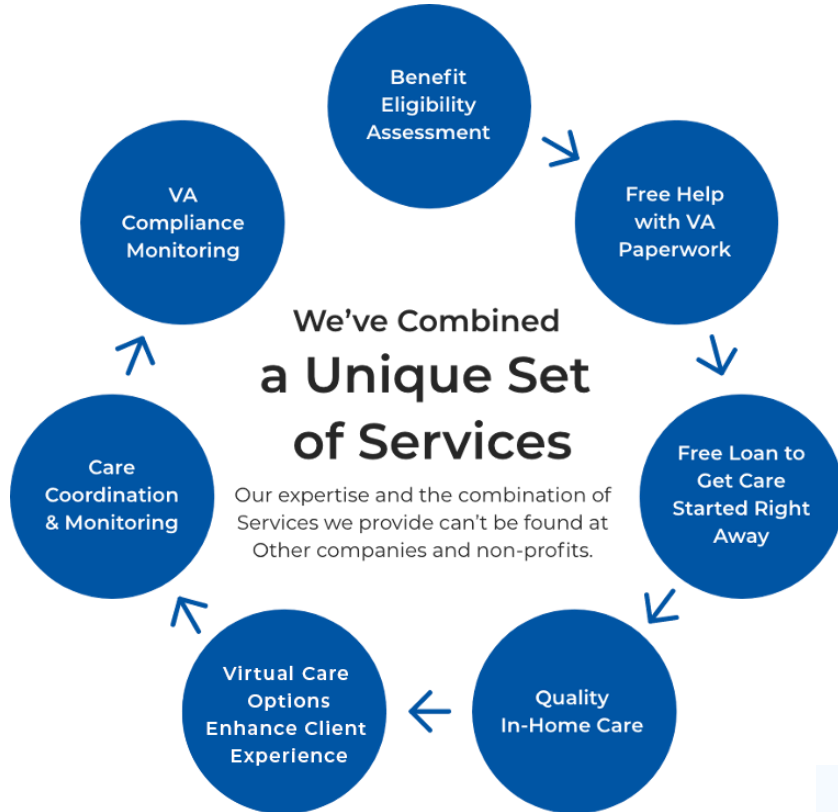
Utilizing the **VetAssist** Program to set your agency apart

**Miranda Malson**, Key Account Supervisor  
2024

# What to Expect:

- Program overview
- Impact of marketing on your business growth.
- Expand your referral network - How to share The **VetAssist** Program features to differentiate your agency from others.
- Tools and marketing materials – at your fingertips.
  - How and when to use the various materials.
  - What is available
  - Our team is here to help

# VetAssist Program Difference



## Benefits of being a Provider Partner:

- ★ Increase dollars billed – 15% of our clients need additional hours
- ★ Increase billable clients
- ★ Longer average length of stay
- ★ Hours that don't expire
- ★ Stand-alone program for marketers to get in more doors
- ★ Sense of community assisting our nation's veterans and their families

# Enhanced Care Services

Offered by The **VetAssist** Program

**VetAssist**<sup>®</sup>  
★★★★ COMPANION ★★★★★



## The “Hub”

A personalized, whole-home system of smart medical alert devices with the intelligence and entertainment of Alexa®.

 **CARE CALL  
4 YOU**



Scheduled calls by our compassionate healthcare professionals team offer a reliable point of contact for expressing feelings, health needs, and non-health concerns.

 **PacSana**  
Powering Independence

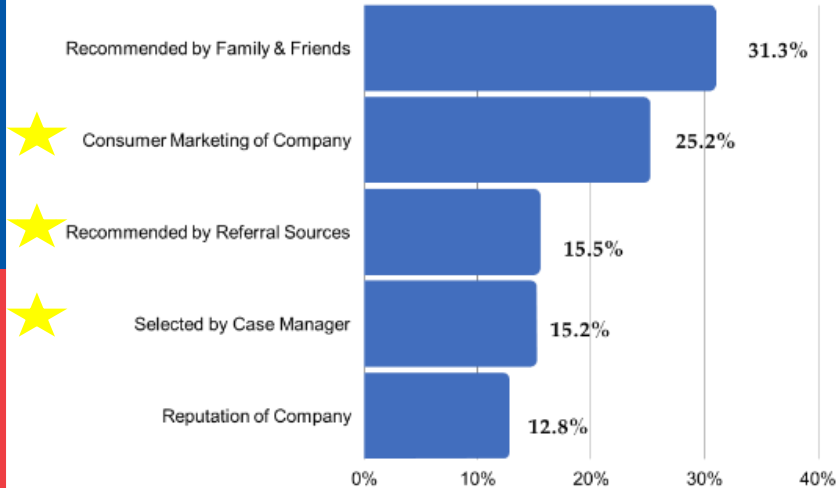


A wearable monitor for activity routines and sleep patterns that notifies caregivers of any unusual events or departures from normal behavior.

# Marketing – Why is it Important?



## Top 5 Reasons Why Consumers Choose a Home Care Provider



• From 2016 Survey released in 2017 Home Care Pulse Benchmarking Study

Rank	Top Growth Opportunities
★ 1	Strengthen relationships with referral sources
2	Caregiver recruitment and retention program
3	Increasing client referrals by improving client satisfaction
★ 4	Company expansion into new markets
5	Contracts with continuing care retirement communities, independent and assisted living communities

From 2019 Survey released in 2020 – Home Care Pulse Benchmarking Study

# Grow Your Referral Network

**Hospital  
Social  
Workers**

**Home Health  
Agencies  
(Medical)**

**Rehab Social  
Workers**

**Networking  
Groups**

**Senior  
Apartments**

**Independent  
Living**

**Funeral  
Homes**

**Pharmacies**

**Churches**

**Local EMS**

The **Vet**Assist Program can help you get your “foot in the door” and differentiate your agency.

- We are a resource in your "toolbox"
- Build relationships for co-marketing opportunities and shared client retention.
- Marketable product
- Be available to speak at networking group meetings.
- Think outside the box!

# VA Partnerships / Paradigm

## DEPARTMENT OF VETERANS AFFAIRS 3 Branches



### Veterans Health Administration



- Only Veterans are eligible
- Must be registered and qualify for VHA health benefits
- Services personal care or home care prescribed by a VHA clinician

### Veterans Benefits Administration



- Veterans and/or their surviving spouses may be eligible
- Provide home care hours
- VetAssist Program can be utilized in conjunction with VHA hours

### Veterans Cemetery Administration



- Burial expense for the Veterans and for the spouse
- Headstone
- The flag



Paradigm.  
SENIOR SERVICES

VetAssist®  
Exclusive to the VETERANS HOME CARE Family

Paradigm's full back-office solution for the VA Community Care Network sets the industry standard for doing business with the VACCN. Paradigm helps home care providers start, streamline, and grow their VACCN business.

Paradigm highlights include:

- Getting started with the VACCN
- Authorizations management
- TriWest/Optum support
- Assistance transitioning to the VACCN
- And more!

*Paradigm is working together with Veterans Home Care to bring their comprehensive solution to VetAssist provider partners.*

## CASE MANAGER QUESTIONS

*For Geriatric Patients*

WHO NEED HOME CARE

1.

**Did you or your spouse serve in the military?**

If yes... go to #2 or read below.

The veteran may be eligible for VA Health Care but must enroll first with the Veterans Health Administration (VHA).

The veteran may be eligible for VA benefits for home care through the Veterans Benefits Administration (VBA) or Veterans Health Administration (VHA).

If yes... go to #3 or read below.

VA Official wartimes:

- **World War II:** Dec. 7, 1941-Dec. 31, 1946
- **Korean Conflict:** June 27, 1950-Jan. 31, 1955
- **Vietnam Era:** Aug. 5, 1964-May 7, 1975 Or Nov. 1, 1955-May 7, 1975, for those who served in country of Vietnam.
- **Persian Gulf War:** Aug. 2, 1990-TBD

**The veteran**

- May be eligible for the VA Pension with Aid and Attendance.
- A service-related disability, combat duty or overseas service is not required.
- The maximum monthly benefit is up to \$2,643 per month.

2.

**Did the veteran serve during wartime?**

**The surviving spouse of a veteran**

- May be eligible for the VA Pension with Aid and Attendance.
- The spouse must have been married to a qualifying veteran for at least 1 year and at the time of the veteran's death.
- The maximum monthly benefit is up to \$1,432 per month.

3.

**Does the patient have a networth at or below \$150,538?**

If yes... go to #4 or read below.

A primary residence or car is not counted as part of net worth. Ongoing non-reimbursed medical or custodial care expenses can be deducted from countable income.

If yes... contact us!

Call: 888-314-6075

Visit: [www.veteranshomecare.com](http://www.veteranshomecare.com)

Email: [info@veteranshomecare.com](mailto:info@veteranshomecare.com)

4.

**Would you like me to refer you to Veterans Home Care?**

# Maximize the VetAssist Program

## How to get Started:

- **Existing Referral Sources** – Make sure all your current referral sources know you are now a **VetAssist** Program provider.
- **New Referral Sources** – Use the **VetAssist** Program to establish new business (easiest way to get in the door) with case managers, social workers and discharge planners.

1. Does their patient need long term home care?

2. Will their patient benefit from having assistance with activities of daily living?

3. Share our Rack Card or card specially designed for healthcare professionals working with geriatric patients.



# Agency Success Strategies



- ☑ **Build your reputation** within your community as the best resource for veteran families needing home care.
  
- ☑ **Provide excellent service** by staying connected when your client is not in their home. You can gain access to the hospital or rehab staff as a resource while providing additional support to your clients.
  
- ☑ **Take advantage of co-marketing** through collaborations with your VetAssist contact.

*We feel it is important to note that we want to ensure your agency can provide care to any new client sent from the community connections you have cultivated.*

- *Create your own referral form*
- *Have a prefilled VetAssist Program referral form printed to share*
- *Include your agency information on marketing materials*
- *Develop a process that works best for you and your community resources!*

# VetAssist Program Brand Assets



## Marketing Flyers

- What is available and Where can you find them?
- <https://veteranshomecare.com/vhc-marketing-assets/>
- Add a bookmark to the page for easy access! This page can only be accessed with the specific link. You will not be able to find it navigating around our website.



Rack Card

Download Rack Card



Trifold Brochure

Download Trifold



VetAssist Enhanced Care Services Plan

Download Care Plan Services



Co-Branded Flyer

Download Flyer



Referral Form – Long

Download Referral Form – Long



Referral Form – Short

Download Referral Form – Short



Referred Client Flyer

Download Referred Flyer



Next Step Flyer

Download Next Steps

# Marketing Assets

- ▶ **VetAssist** 3M eligibility requirements:
  - ▶ 'Are you a veteran or surviving spouse of a veteran?'
  - ▶ 'Which war period did the veteran serve during?'
  - ▶ Does the client need home care to remain home safely and with dignity?
  - ▶ Use the **RACK CARD**
- ▶ Share the new Enhanced Care Services as they are offered within the VetAssist Program
  - ▶ Use the **ENHANCED CARE SERVICES FLYER**
- ▶ Referring a Client?
  - Use the **REFERRED CLIENT FLYER** to provide your clients with additional information for what to expect regarding the VetAssist eligibility process.
- ▶ **VetAssist** logo
  - ▶ With program information and disclaimer



# Promoting Our Partnership

## ★ Social Media

Post images promoting your status as a proud provider partner of the VetAssist Program.

- LinkedIn
- Meta Platforms
- General Holidays
- Military Holidays

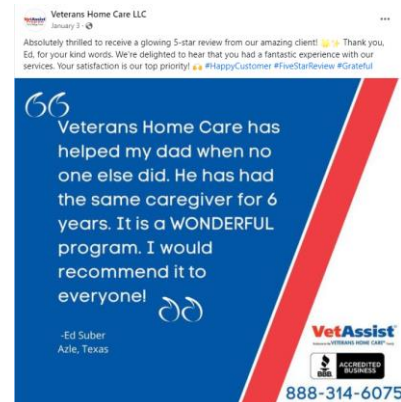


# Follow Along to Stay Up to Date

## ★ Social Media –

- Follow our pages and share our posts.
- Facebook
- LinkedIn
- Instagram (brand new in 2024!)
- X, formerly Twitter

- Blogs
- Veteran Stories
- Reviews



# Maximizing The VetAssist Program

## For New & Existing Clients

- Incorporate **VetAssist** into your intake process
- Check your Existing Clients

1. Is the client a Veteran of wartime or were they married to someone who served during wartime?

- World War II
- Korean War
- Vietnam
- Gulf War

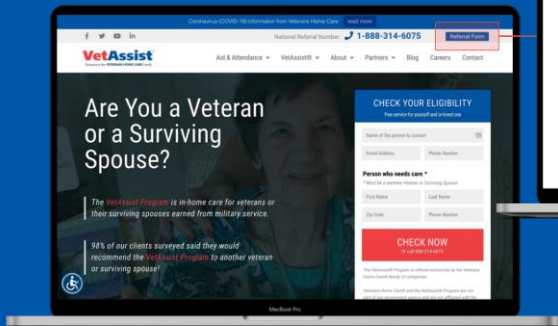
2. Would you like to see if you qualify for a VA benefit to help fund your home care costs?

*If yes, send the referral to Veterans Home Care*

# Multiple Options to Make Sending Referrals Easy

## Online Form

www.veteranshomecare.com



Refer a Veteran Family to Us

Call: 1-888-314-6075  
Fax: 1-888-639-4180  
Email: referrals@veteranshomecare.com

If you have a client who could benefit from our services, please use the form below.

Name of the Person Referring a Client to Veterans Home Care\*

Company/Organization (Agency franchisees: Please include branch name!)\*

Address of the Information Provider (You)\*

Be sure to put your branch

## Download Fillable PDF Form

to email or fax

**VetAssist Program**  
Headquarters 1975 Westline Industrial Drive - St. Louis, MO 63146  
National Referral Number 888-314-6075 - Fax 888-639-4180 - referrals@veteranshomecare.com

**New Client Referral Form**

Please complete as much as possible and fax or email to Veterans Home Care! using the information above. Or, you can download our app and/or use your smart phone, tablet or desktop computer to send us your referral online at www.veteranshomecare.com

Agency \_\_\_\_\_ Date \_\_\_\_\_

\*Branch/Location (Required) \_\_\_\_\_

Referring Person \_\_\_\_\_ Email Address \_\_\_\_\_

Office Phone \_\_\_\_\_ Mobile Phone \_\_\_\_\_ Mobile/Wireless Carrier \_\_\_\_\_

Applicant is a Wartime VETERAN  Applicant is the SURVIVING SPOUSE of a Wartime Veteran

War Periods:  WWII (Dec. 7, 1941 to Dec. 31, 1946)  KOREAN (Jun. 27, 1950 to Jan. 31, 1955)  VIETNAM (Aug. 5, 1964 to May 7, 1975 in country; Feb. 28, 1961 to May 7, 1975)

Prospective Client Information

Applicant Name \_\_\_\_\_

City/State \_\_\_\_\_ \*Zip Code (Required) \_\_\_\_\_



## VetAssist App

to quickly check eligibility and refer Veterans in need!



# We Can Help Train Your Team!

- ❑ Schedule an in-service with your team and a VetAssist Regional Manager or Key Account Manager
- ✓ Your team can attend the Intro to VetAssist Program webinar too!
  
- ❑ Be sure your intake staff:
  - ✓ Know about the VetAssist Program features and eligibility requirements
  - ✓ Ask any new clients
  - ✓ Familiar with how to send referrals





Thank you!