

# 10 Tools to Maximize your Partnership with the **VetAssist®** Program

The VetAssist® Program is a marketable tool that can set your agency apart from your competition. Thanks to our VHC Marketing Assets page, sharing the benefits of the program with your existing clients, potential clients and referral sources has never been easier. Utilize our quick link to find downloads for high quality printable, digital versions of VetAssist® marketing tools.

<https://veteranshomecare.com/vhc-marketing-assets/>



## Eligibility Check Rack Card

A quick reference guide of the eligibility requirements for the VetAssist® Program. Use this document to train your team, and keep it handy when speaking with seniors who might be eligible for the program.



## VetAssist® Tri-Fold Flyers

Share our tri-folds with your referral sources, to let them know you have partnered with the VetAssist® Program and can help their clients access their VA benefits.



## Next Steps Flyer

Helpful tips on how to implement the VetAssist® Program into your day to day processes, in order to grow your client census.



## Webinars

Invite your team to our monthly webinars! "Intro to The VetAssist® Program" is a comprehensive program overview, while "Agency Success Strategies" helps you integrate VetAssist® into your marketing. Review the decks or join live—registration links available on the site.



## Additional Care Services

The VetAssist® Program has additional services to help your team provide care between in-home care visits. Check out our specific flyers for each care service.



## App Flyer

The easiest way to refer clients? Our VetAssist® app! Quickly check eligibility and send referrals while on the go, or while you are sharing the program with clients.



## Referral Forms

Ready to refer a client? Use our downloadable, fillable form to easily email referrals to our team.  
[referrals@veteranshomecare.com](mailto:referrals@veteranshomecare.com)



## Referred Client Flyer

A reference guide for any clients you have referred to our program, letting them know what to expect when we call to follow up with additional eligibility questions.



## Social Media

Images to share on your social media platforms to raise awareness about VA benefits, and highlight your partnership with the VetAssist® Program.



## VetAssist® Logo

Add our logo and disclaimer to your website, to let potential clients know that you can refer them to The VetAssist® Program, and provide their care.



## 7 Tips for Obtaining More Clients by Utilizing the **VetAssist**<sup>®</sup> Program

Boost your home care agency's client base by effectively marketing the VetAssist<sup>®</sup> Program. By incorporating VetAssist<sup>®</sup> into your services, you'll not only help clients access valuable benefits but also create a steady and reliable revenue stream for your agency.

### 1 Introduce the VetAssist<sup>®</sup> Program to Your Referral Network

We serve as a valuable resource to help potential clients secure funding for in-home care. Let your referral sources know that you're here to assist their Veteran and Surviving Spouse clients in accessing a potential solution to cover the cost of the care they require.

### 2 Add Veteran-Specific Questions to Your Intake Process

2 easy questions will let you know if a client would be a good referral for the VetAssist<sup>®</sup> Program:

- Are you a Veteran of wartime or were you married to someone who served during wartime?
- Would you like to see if you qualify for a VA benefit to help fund your home care costs?

### 3 Enhance Your Skills with VetAssist<sup>®</sup> Webinars and Training Sessions

Encourage your team to join our monthly webinars. The "Intro to the VetAssist<sup>®</sup> Program" session will provide essential information on eligibility requirements and program benefits. If you're ready to incorporate the VetAssist<sup>®</sup> Program into your marketing strategy, don't miss our "Agency Success Strategies" webinar.

Looking for a training session dedicated to your team? We offer personalized in-service training to help you get the most out of the VetAssist<sup>®</sup> Program.

### 4 Showcase Your VetAssist<sup>®</sup> Partnership on Social Media and Online Platforms

Display our logo on your website to inform potential clients that you offer a valuable resource for Veterans and their families. Additionally, share our content on your social media pages to spread awareness and engage your audience.

### 5 Make Your Clients Aware of the Next Steps

Help your referred clients feel prepared by explaining what to expect when our team reaches out to discuss their eligibility and gather important details for the VetAssist<sup>®</sup> Program.

### 6 Simplify Referrals with our VetAssist<sup>®</sup> App

Quickly send referrals through our easy to use app.



PlayStore



AppStore

### 7 Boost Your Outreach with VetAssist<sup>®</sup> Marketing Support

Our team is here to support you every step of the way. We can assist you in marketing to your referral sources, providing guidance on how to effectively reach and engage potential clients. Whatever your needs, we're committed to helping you succeed, ensuring you and your team are fully equipped with the knowledge and tools needed to navigate the VetAssist<sup>®</sup> Program.