



Exclusive to the **VETERANS HOME CARE** Family

Agency Success Strategies

Utilizing the VetAssist Program to set your agency apart

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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



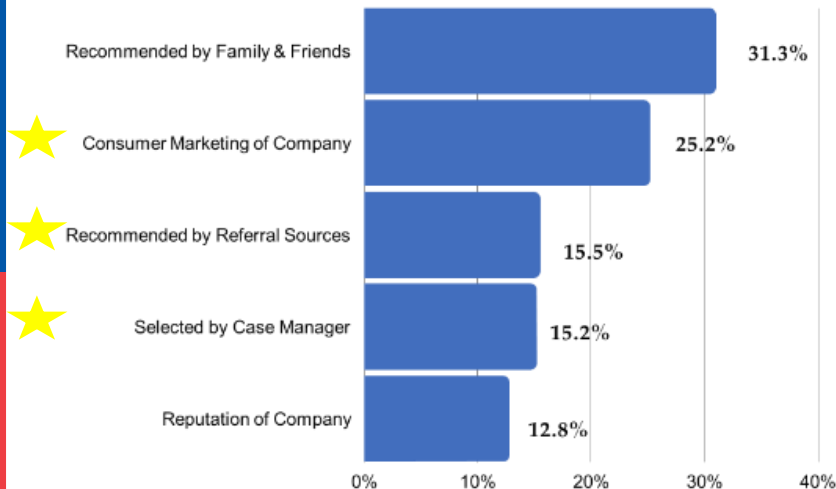
Benefits of being a Provider Partner:

- ★ 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

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

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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

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

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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 wartime:

- **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

2.

Did the veteran serve during wartime?

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.

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

Email: 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.

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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.



Marketing Materials Utilization Tips

Download Assets
Flyer



Rack Card

Download Rack Card



Trifold Brochure

Download Trifold



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

☒ WHEN TO REFER TO THE VETASSIST PROGRAM

1. MILITARY SCREENING

☐ Is the client a veteran or the surviving spouse of a deceased wartime veteran who needs help to live safely at home?
(Veterans and surviving spouses are not required. Surviving spouses must have been married to the veteran at least 1 year at the time of the veteran's death.)

YES

☐ Did the veteran serve at least 1 day during wartime?
 • **World War I:** December 7, 1916 - December 31, 1918
 • **Korean Conflict:** June 27, 1950 - January 31, 1955
 • **Vietnam War:** August 5, 1964 - May 7, 1975
 • **Operation Enduring Freedom:** 10th August 19th August 2001
 • **Operation Inherent Resolve:** August 7, 2014 - until today (as determined)

YES

☐ Did the veteran serve:
 • At least 90 days on active duty? (Even if the veteran must have been on active duty in the full period for which they were called to active duty.)
 • With an honorable (or in some cases, general) discharge?

YES

2. MEDICAL SCREENING

☐ Does the veteran or surviving spouse have a medical condition requiring the need for assistance with activities of daily living (e.g., help with bathing, dressing, grooming, using the toilet, meal preparation, vehicle and/or safety)?
Under age 65, must be under 65 from Social Security disability.

YES

☐ Does the veteran or surviving spouse want to use their VA benefits and/or other resources primarily for in-home care or adult day care?

YES

3. MONETARY SCREENING

☐ Does the client have a net worth (income + assets) at or less than \$100,000?
A primary residence and auto are not counted as part of net worth. (Ongoing, non-reimbursable medical expenses may reduce the annual disposable income.)

YES

If you checked EVERY box, this person may be eligible for the VetAssist® Program and the Department of Veterans Affairs' Pension with Aid and Attendance. Please refer this senior to us.

For more information, visit www.vetassist.org or call 888-234-6275. Use code 304-0075 in your state code.

▶ 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**



▶ 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

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★ Social Media

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

- LinkedIn
- Meta Platforms
- General Holidays
- Military Holidays



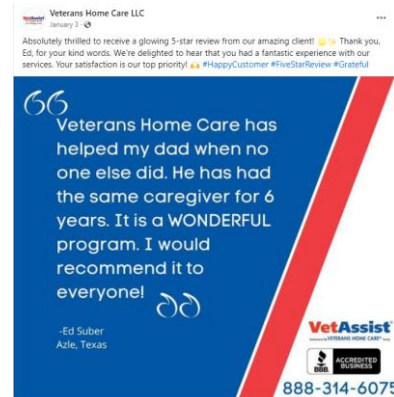
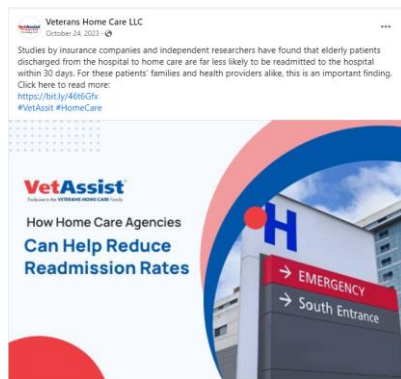
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Follow Along to Stay Up to Date

★ Social Media –

- Follow our pages and share our posts.
- Facebook
- LinkedIn
- 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
- Vietnam
- Korean War
- Gulf War

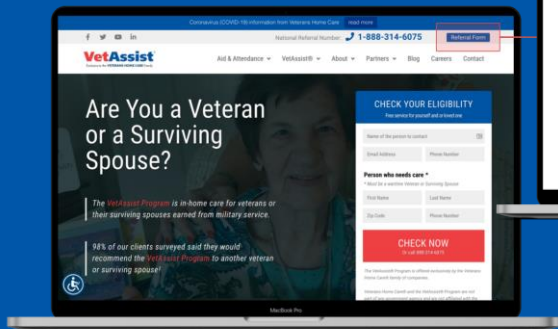
2. Would you like to see if you qualify for a VA benefit to help fund your home care costs?

If yes, send the referral to Veterans Home Care

Multiple Options to Make Sending Referrals Easy

Online Form

www.veteranshomecare.com



Be sure
to put
your
branch

Download Fillable PDF Form

to email or fax

A screenshot of a 'New Client Referral Form' PDF. The form includes fields for 'Agency', 'Branch/Location', 'Date', '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', 'Prospective Client Information', 'Applicant Name', 'City/State', and 'Zip Code'. The form is titled 'VetAssist Program' and 'New Client Referral Form'.

VetAssist App

to quickly check eligibility and refer
Veterans in need!



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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!

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The VetAssist Program is an exclusive offering of the Veterans Home Care family of companies. Veterans Home Care, VetAssist Companion and the VetAssist Program are not part of any government agency and are not affiliated with the Department of Veterans Affairs.

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