



The VetAssist Program Overview

Since 2003, Veterans Home Care has been helping Veterans and their Surviving Spouses obtain the VA Aid & Attendance benefit, allowing them to remain safely in their homes, with no out-of-pocket costs for in-home care.

Presented by: Miranda Malson, Director of Partnership Engagement

The VetAssist Program Difference



Program Eligibility Specialists

Your patients will be sent to a qualified team of professionals standing by to take their call!

Determine eligibility for the **VetAssist Program®** using our exclusive Lead Tool

You have come to the right place...

We can simplify a complex program...

We thank you for your service to our country...

If not eligible – suggest other resources



If eligible – the lead tool will capture the information as a qualified lead

How to Identify a Referral for the VetAssist Program



Who is Eligible?

Check the 4Ms!



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Maximizing The VetAssist Program

- **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

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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

Why Partner With Us?



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

Benefits of being a Provider Partner:

- ★ **22+ years of expert guidance with VA Benefits**  Increase billable clients
- ★ **Maximize the benefit opportunity**  More monthly care hours
- ★ **Immediate access to care**  Clients start care sooner
- ★ **Care coordination and program compliance support**  Longer average length of stay
- ★ **Hours that don't expire**  No lost revenue

= MORE REVENUE FOR YOUR AGENCY

One additional client, receiving **8 hours** of care per week,
can increase annual revenue by over **\$11,000**.

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

- ★ Stand-alone program for marketers to get in more doors
- ★ Sense of community assisting our nation's veterans and their families



*Average care length based on VetAssist® CRM & Activated Insights

**Annual revenue projection are based on \$28 hourly care rate

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Tools



VetAssist Rack Card

Wartime Dates



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VetAssist Program: Brand Assets at Your Fingertips!



Rack Card

[Download File](#)

Trifold Brochure

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Next Step Flyer

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Webinar Deck

[Download File](#)

App Flyer

[Download File](#)

Referral Form

[Download File](#)

7 Things You Need To
Know Infographic

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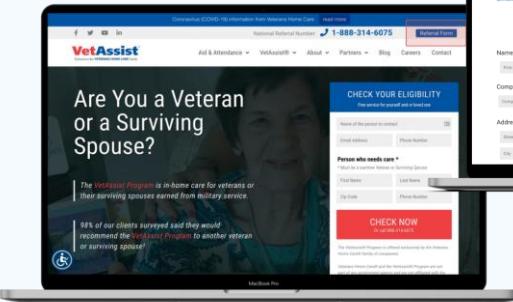
Co-Branded Flyer

[Download File](#)

Multiple Options to Make Sending Referrals Easy

Online Form

www.veteranshomecare.com

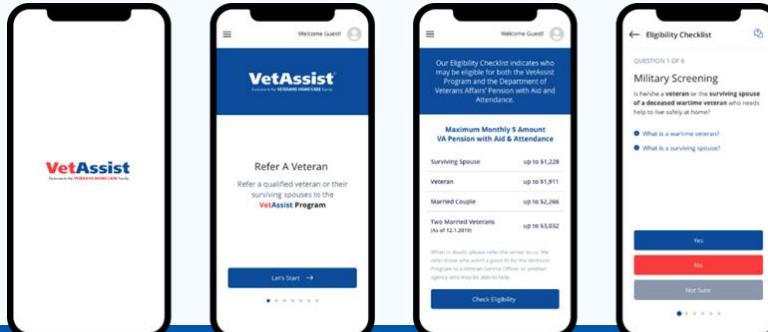


Be sure
to put
your
branch

Download Fillable PDF Form

to email or fax

VetAssist App - to Quickly Check Eligibility and
Refer Veterans in Need!



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THANK YOU!

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