



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 **Vet**Assist Program Difference



Program Eligibility Specialists

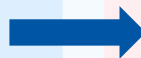
Your patients will be sent to a qualified team of professionals standing by to take their call!

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!



Military



Medical



Money



& Marriage
for surviving spouses

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A photograph of a woman with dark hair showing a tablet to an elderly woman with white hair. They are both smiling and looking at the screen. The image is overlaid with a blue gradient.

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**.

★ Stand-alone program for marketers to get in more doors

★ Sense of community assisting our nation's veterans and their families

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

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

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

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Tools



Wartime Dates



VetAssist Program: Brand Assets at Your Fingertips!



Rack Card

[Download File](#)



Trifold Brochure

[Download File](#)



Next Step Flyer

[Download File](#)



Webinar Deck

[Download File](#)



App Flyer

[Download File](#)



Referral Form

[Download File](#)



7 Things You Need To
Know Infographic

[Download File](#)

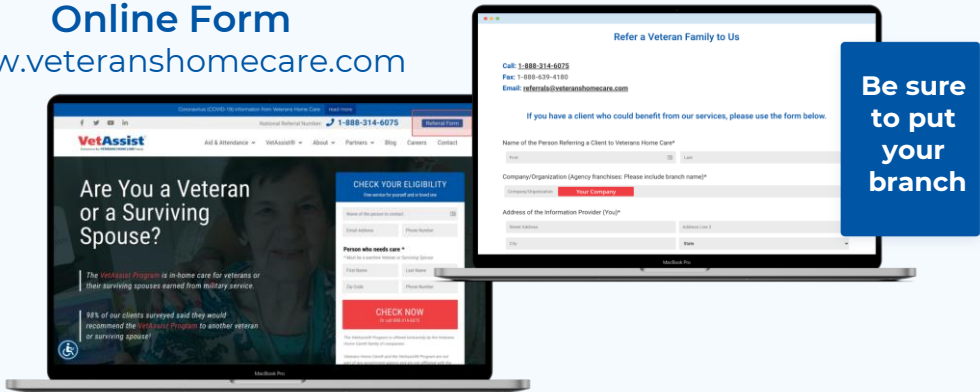


Co-Branded Flyer

[Download File](#)

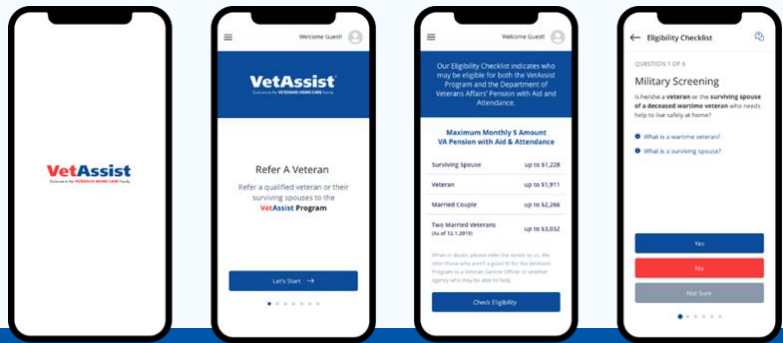
Multiple Options to Make Sending Referrals Easy

Online Form
www.veteranshomecare.com



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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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.