Growing Your Home Care Business in a Competitive Marketplace

How a focused & sustained marketing strategy will help grow your private payer patient base by enhancing the referral network.

By Ira Yellen, APR, Fellow PRSA
President/CEO
&
David Chomick
Attorney-at-Law
ReliaCare, Inc.
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“Excellence with a Personal Touch”
Kay Borenstein, President

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Are you having difficulty coping with life?
Are you feeling anxious, depressed, fearful or lonely?

- Memory Impairment • Fears • Confusion
- Anxiety • Stress Management
- Depression • Coping with Illness
- Anger Management • Communication Issues
- Mental Illness • Loneliness • Emptiness
- Dependency Issues • Coping with Aging

Do you need someone to help you talk to your doctor,
pharmacy and family, or set up your medication and
monitor your blood pressure? I am an experienced
Psychotherapist with a strong medical background.

I specialize in the care of seniors
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A HOME VISIT TODAY!

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But “WHEN”... Are You Prepared?

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Member: AALTCI, NAHU, NAIFA, SOA

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and have a legacy to pass on...

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Fax: (877) 299-LTCI (5824)
5491 N. University Drive, Suite 104-A
Coral Springs, FL 33067
www.AbeGlickman.com AG@AbeGlickman.com
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"Key Borestein, President"

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Most long term insurance plans accepted

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954-747-6661

All caregivers are thoroughly screened · State licensed & insured
Please join us for an event that you will not want to miss!

"Improving the Health of Your Bones"
A presentation on Osteoporosis, given by local physician

Dr. Yeny Andrade

Thursday, December 9, 2010 • 10 am

Event being held at
Café on the Green, Century Village, Pembroke Pines
Seating is limited, so please call and make your reservation to:
Rachel Friedman at 954.443.2125
*Brunch being sponsored by a local vendor*

Nurse On Call is a Medicare certified home health agency, serving home healthcare since 1989. We have a strong reputation for providing physicians the professionalism they require for their patients. As important as technical skills are to home healthcare, so is the heart of caring. Our staff is composed of professionals who have demonstrated the sincere heartfelt to help people even in the most adverse conditions.

Please feel free to stop by our Century Village office at anytime, Monday through Friday 8am-5pm.
We are located in the Administration Building, Suite #103, of YOUR Pembroke Pines Century Village!
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- DIABETIC CARE
- WOUND CARE
- PSYCHIATRIC CARE
- HOME HEALTH AIDES
- REGISTERED DIETICIANS
Thinking like an Entrepreneur

“The best way to predict the future is to create it”

“Management is doing things right; leadership is doing the right things.”

“The aim of marketing is to know and understand the customer so well the product and/or service fits him/her and sells itself.”

Peter Drucker, Management Guru

His basic approach was based upon a belief that taking action without thinking is the cause of every failure.
Introduction

• Alignment of business & marketing goals
• Building a long-term & ongoing referral network
• Value/brand messaging & customer service

The home health care industry is changing at a rapid pace, which presents both challenge and opportunity for your agency's future growth and profitability. You will learn why it’s important for your agency to embrace the challenges and seize the opportunities by generating more private payers audience, sustain a healthy referral network, and to create a focused market plan to maximize profits and productivity.

Recent research we conducted in the home health care private payer market decision-making process of care givers:
• The primary sources caregivers most often turn to for information when they need home health care
• The marketing outreach methods caregivers prefer
• Top factors that caregivers consider when choosing a home health care provider
Context of Presentation

Business Structure and Goals Assumptions
- Private, Sub-S, LLC, Partnership, C-Corp, Franchise, etc.
- Staffing, employees, 1099s, combination, daily and hourly rates
- Owners goals: financial, family or employee transition, exit strategy
- Profitability, market share, differentiation, and branding

Consider
- How do you get private payer clients?
- How did you get your last client?
- Where is your business going to be in 3, 6 and 12 months?
- Where will you be getting private payer clients in 3, 6 and 12 months?
- Are you profitable? 5%, 10%, 15% or higher
- Can you differentiate your agency from your competitors?
- Facing problems in collection, staffing, reliable referral network, price wars, etc?
# Genworth 2010 Salary Rates

## Massachusetts

### Homemaker Services Hourly Rates (Licensed)

<table>
<thead>
<tr>
<th>Minimum Hourly Rate</th>
<th>Maximum Hourly Rate</th>
<th>Median Hourly Rate</th>
<th>Median Annual Rate</th>
<th>Five-Year Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>$17</td>
<td>$28</td>
<td>$23</td>
<td>$51,480</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Home Health Aide Services Hourly Rates (Licensed)

<table>
<thead>
<tr>
<th>Minimum Hourly Rate</th>
<th>Maximum Hourly Rate</th>
<th>Median Hourly Rate</th>
<th>Median Annual Rate</th>
<th>Five-Year Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>$19</td>
<td>$20</td>
<td>$24</td>
<td>$54,912</td>
<td>3%</td>
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### Adult Day Health Care Daily Rates

<table>
<thead>
<tr>
<th>Minimum Daily Rate</th>
<th>Maximum Daily Rate</th>
<th>Median Daily Rate</th>
<th>Median Annual Rate</th>
<th>Five-Year Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>$40</td>
<td>$61</td>
<td>$59</td>
<td>$15,210</td>
<td>N/A</td>
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</table>

## Metro Massachusetts

### Homemaker Services Hourly Rates (Licensed)

<table>
<thead>
<tr>
<th>Region</th>
<th>Minimum Hourly Rate</th>
<th>Maximum Hourly Rate</th>
<th>Median Hourly Rate</th>
<th>Median Annual Rate</th>
<th>Five-Year Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston-Cambridge-Quincy</td>
<td>$21</td>
<td>$29</td>
<td>$25</td>
<td>$57,200</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Home Health Aide Services Hourly Rates (Licensed)

<table>
<thead>
<tr>
<th>Region</th>
<th>Minimum Hourly Rate</th>
<th>Maximum Hourly Rate</th>
<th>Median Hourly Rate</th>
<th>Median Annual Rate</th>
<th>Five-Year Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston-Cambridge-Quincy</td>
<td>$19</td>
<td>$23</td>
<td>$23</td>
<td>$52,578</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Adult Day Health Care Daily Rates

<table>
<thead>
<tr>
<th>Region</th>
<th>Minimum Daily Rate</th>
<th>Maximum Daily Rate</th>
<th>Median Daily Rate</th>
<th>Median Annual Rate</th>
<th>Five-Year Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston-Cambridge-Quincy</td>
<td>$50</td>
<td>$61</td>
<td>$61</td>
<td>$15,367</td>
<td>N/A</td>
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</table>
### Figure 1: Respondent Profile Caregivers Age 18+ Caring for Someone Age 50+

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
<th>Asian-American</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>(n=1,397)</td>
<td>(n=803)</td>
<td>(n=206)</td>
<td>(n=200)</td>
<td>(n=170)</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>33%</td>
<td>33%</td>
<td>29%</td>
<td>33%</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>67%</td>
<td>67%</td>
<td>71%</td>
<td>67%</td>
<td>52%</td>
</tr>
<tr>
<td>Age of Caregiver</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean age</td>
<td>49.9</td>
<td>51</td>
<td>46.2</td>
<td>43.1</td>
<td>45.1</td>
</tr>
<tr>
<td>Marital Status</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>59%</td>
<td>63%</td>
<td>44%</td>
<td>48%</td>
<td>58%</td>
</tr>
<tr>
<td>Living with a partner</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>12%</td>
<td>2</td>
</tr>
<tr>
<td>Single, never married</td>
<td>15%</td>
<td>12%</td>
<td>28%</td>
<td>21%</td>
<td>29%</td>
</tr>
<tr>
<td>Separated, divorced</td>
<td>14%</td>
<td>14%</td>
<td>16%</td>
<td>15%</td>
<td>10</td>
</tr>
<tr>
<td>Widowed</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>4%</td>
<td>2</td>
</tr>
<tr>
<td>Children/Grandchildren &lt;Age 18 in Household</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>32%</td>
<td>30%</td>
<td>30%</td>
<td>47%</td>
<td>37</td>
</tr>
<tr>
<td>No</td>
<td>68%</td>
<td>70%</td>
<td>70%</td>
<td>53%</td>
<td>62</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than high school</td>
<td>4%</td>
<td>3%</td>
<td>5%</td>
<td>14%</td>
<td>6</td>
</tr>
<tr>
<td>High school graduate</td>
<td>23%</td>
<td>24%</td>
<td>23%</td>
<td>20%</td>
<td>5</td>
</tr>
<tr>
<td>Some college</td>
<td>24%</td>
<td>23%</td>
<td>29%</td>
<td>27%</td>
<td>16</td>
</tr>
<tr>
<td>Technical school</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>1</td>
</tr>
<tr>
<td>College graduate</td>
<td>26%</td>
<td>26%</td>
<td>26%</td>
<td>22%</td>
<td>40%</td>
</tr>
<tr>
<td>Graduate school</td>
<td>20%</td>
<td>22%</td>
<td>15%</td>
<td>14%</td>
<td>32%</td>
</tr>
<tr>
<td>Household Income</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than $50,000 (net)</td>
<td>39%</td>
<td>34%</td>
<td>59%</td>
<td>56%</td>
<td>31%</td>
</tr>
<tr>
<td>$50,000 or more (net)</td>
<td>55%</td>
<td>60%</td>
<td>38%</td>
<td>38%</td>
<td>64%</td>
</tr>
<tr>
<td>Current Employment Status</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Working full time</td>
<td>50%</td>
<td>51%</td>
<td>49%</td>
<td>43%</td>
<td>46%</td>
</tr>
<tr>
<td>Working part time</td>
<td>11%</td>
<td>11%</td>
<td>6%</td>
<td>14%</td>
<td>19%</td>
</tr>
<tr>
<td>Retired</td>
<td>17%</td>
<td>18%</td>
<td>17%</td>
<td>8%</td>
<td>13</td>
</tr>
</tbody>
</table>

Note: Letters in superscript indicate a figure is significantly higher than the figure in the column indicated.
Home Care Industry Fact Sheet

The Aging of America

- In 2011, more than 8,000 people will turn 65 every day. By the end of that year the senior population of America will reach almost 49 million. By 2025, it will grow to nearly 72 million. (Source: The Department of Health and Human Services and the State Department)

- The Census Bureau projects that the population age 85 & over could grow from 5.3 million in 2006 to nearly 21 million by 2050. (Source: U.S. Census Bureau)

- Persons reaching age 65 have an average life expectancy of an additional 19 yrs (20.3 yrs females & 17.4 yrs males). (Source: Administration on Aging)

- Studies have found that the overwhelming majority of seniors, 89% according to an AARP survey, want to age in their own homes for as long as possible. (Source: AARP survey)
About the Industry

• When compared to the costs associated with a retirement community, home care can be a very affordable option for many seniors. The average annual cost of one nursing home resident is $69,715. The average annual cost of one assisted living facility resident is $36,372. (Source: MetLife Market Survey of Nursing Home & Assisted Living Costs)

• Seniors who want to remain in their homes can often do so cost effectively with a few hours of care a week. 20 hours of home care a week costs approximately $1,500 a month or an average annual cost of $18,000. (Hourly Rate Based On NPDA State of Caregiving Industry Survey)

• The home care industry continues to show solid growth. In a recent survey, 71% are projecting an increase in their revenues from 2008 to 2009; another 12% expect their revenues to remain stable. (Source: NPDA Economic Outlook Survey, March 2009)
• While still an emerging industry, home care providers have shown that they have staying power. Approximately 70 percent have been in business five years or more.  
(Source: NPDA State of Caregiving Industry Survey)

• The national average cost for care ranges from $18.75 per hour for companionship services to $22.37 per hour for home health services.  
(Source: NPDA State of Caregiving Industry Survey)

• Most home care agencies offer several levels of service for their clients. These include homemaker services such as cooking, laundry and house cleaning; and personal care including feeding, bathing, dressing and grooming. Ninety percent of NPDA agencies offer Alzheimer’s care.  
(Source: NPDA State of Caregiving Industry Survey)
Caregiver profile

When hiring caregivers, most agencies place emphasis on selecting individuals who have the right personal traits to provide high quality, relationship-based care. The most important traits they look for in their caregivers are: compassion, positive attitudes, communication skills and patience.

- Agencies report the following characteristics about caregivers:
  - 93% are female; 7% are male
  - 64% have previously cared for an elderly family member or friend
  - 19% retired from another profession prior to becoming a caregiver
  - 17% are first generation immigrants to the United States

- The national average starting pay per hour for caregivers ranges $8.92 for companionship services to $11.78 for home health services.
• Ninety-six percent of home care companies provide training programs for their caregivers; 19% said each of their caregivers receives more than 20 hours of training annually.

• Most home care agencies report caregiver turnover rates of 50 percent or less.

• Home care agencies make available a wide range of benefits to their caregivers including paid time off, health insurance and retirement plans.

(Source for this section: NPDA State of Caregiving Industry Survey)
Marketing and Sales Mistakes
David, a former home care director presents his stories tells his story about marketing and challenges he faced in finding clients.

- Seeing what sticks to the wall vs. planning then implementing
- Over analyzing the problem vs. objectively looking at the problem then acting
- Decisions by committee vs. seeking professional advise
- Treating marketing as an after thought
- Looking at marketing as a cost center rather than a revenue center
- Not having a consistent message and brand image
- Not tracking the source of new patients -- referral, ads, networking, etc.
Process for Creating the Market Plan

- S.W.O.T. Analysis (An analysis of the Strengths, Weaknesses, Opportunities, and Threats)
- Goals & Objectives
- Marketing Audit & Web Analysis
- Private payer audience demographics
- Target Market to private payers
- Market Plan (Tying business and sales goals together)
- Competitive Analysis (Top 3 competitors in your area or specialty)
- Industry Research: U.S. Industry Trends
- Measuring and analyzing marketing efforts
Marketing/Branding

• **Top client health issues**: Dementia, Alzheimer, Cancer, Diabetes, Mobility and Heart/Pulmonary
• **Typical demographics**: Woman, 85 and above, 6 to 18 months to live or in need of homecare service
• **Targeting private payer ability to pay**: income, real estate value, reverse mortgages, cash assets, etc.
• **Reaching decision makers**: patient, family, children, etc.
• **Competition**—National chains, franchises, large private owned, small private owned, closed referrals
• **Network and referral**: Complementary services and help to each other — Assisted Living, Hospitals, Doctors, Senior Services, Mental Health, Cancer Centers, Cardiologists
• **Offerings**: Per hour to all day, companionship, transportation, cleaning services, etc.
Tools/Tactics

- **Direct Marketing Campaign** -- integrates the website, advertising, public and media relations, & direct mailing

- **User friendly Website** — Types of services, Testimonials, Q&A, Quality of staffing, etc.

- **Public & Media Relations** — Speakers Bureau, articles in daily or weekly pubs

- **Social Media Networks** — Blogs, Facebook, etc.

- Targeted print (daily and weekly newspapers) and cable TV
The Aging of America: Relationship Marketing to the Independently Wealthy Audiences

Private payer home care is the fastest growing segment of health care in America.

A growing number of older (above 65 years of age) Americans have accumulated significant wealth (Usually over $2.5 million).

They use professional services of Bank/Investment Trust Department or other trusted adviser (attorney, accountant, etc.) to help them manage their money, also to arrange for personal services when needed.

As the owner, administrator, or manager of a Home Care company, you should market to the professionals who advise the wealthy.
"What I really want to do is remain in my current residence for as long as possible." The results were:

- 80% of those aged 55-64 agree with the statement
- 88% think it likely that they will stay in their home
- 75% of respondents in the mid 50s and mid 60s believe that there will be some aspect staying in their home with a challenge (stairs as the biggest obstacle for 24%)

Clarity conducted a study two groups of Baby Boomers between the ages investigated 43-61, with aging parents and seniors, 65 plus and still living independently at home. The results were:

- 53% of seniors aging in the study were to remain in their homes despite serious health issues. They cited concerns about health, memory and ability to drive.
- Their concern was 26% loss of independence. The highest, 13% feared moving to a nursing home and 3%, the fear of death.
• 51% Boomers think it's technology will help their parents. But only 14% of the technology sought home care.

Aging baby boomers and seniors fear more than death moving in a nursing home.

Baby boomers need measures of successful years in control and technology of home care is to support them and their aging loved one. It 'important to be proactive and not reactive, to search for home health care technology.

Research shows that most of the Home Health Care Technology began at home, after an health events occurs first. The technology is available to ensure the independence, unnecessary hospitalization and improve quality of life of our aging elders.
House Calls

- Do you need someone to help you talk to your doctor, pharmacy and family, or set up your medication and monitor your blood pressure?
- Do you need someone talk to at home?
- Are you having difficulty coping with life?
- Are you feeling anxious, depressed, fearful and lonely?

I am an experienced Psychotherapist with a strong medical background. I specialize in the cure of seniors.

Call to Schedule a Home Visit Today! Fully Paid by Medicare.

Cindy North, L.C.S.W.,
Licensed and Insured
First Step to Finding Resources for Older Adults

Have an immediate need? Planning for the future?

Contact the Eldercare Locator
800.677.1116
or www.eldercare.gov
What are in home health agencies? answers (393)

Q: Need home health care / home aide in NY
A: Does your mom's hospital have a social worker or someone who can help you figure this stuff out? They might have resources to help you with all of the logistics and planning.

What Are In Home Health Agencies? related terms: first aide  what is a home health aide?  how much does health care cost? what is home health care?

Q: Private home health Agencies in NYC?
A: I'm not sure what you need, but I know my family has had success in hiring a nursing student from the local nursing school. They can take care of most basic issues, are usually cheaper (and much more appreciative of the money), and are much happier to do the job.

What Are In Home Health Agencies? related terms: home health aide  private care  home health agencies  What is a Home Health Agency?

Q: I am caring for my exhusband of 13 years in my home. He has no one else to help him and I am overwhelmed with everything and working full time. My situation is complicated and my mental health is suffering also. My anxiety level is over the top. This situation has developed due to a dissected Aorta. That started the ball rolling and it has not stopped since with complications full time oxygen and soon to start Dialysis coming. The port is in his arm. (Which he developed cellulitis in) and it has delayed the Dialysis. He just was released from the ICU. He is not going to get better per the Dr.'s. I managed to moved on when we seperated 3 years ago and now my life as I know it has come to a screeching halt. I am jeopardizing my life with my future husband who is trying to understand my loyalty to my ex. No one should be alone when their health is failing rapidly. The is no hopeful prognosis. Can anyone else relate? My life totally changed overnight. Will he be able to be on his own again? I can't bear the guilt of him alone in this time. He is only 45 years old. I don't even understand this disease or what they are going to do to him. I am looking for a support group. Lisa

http://www.medicalfaq.net/what_are_in_home_health_agencies_/ta-160933
The Baby The Boomers: Sandwich Generation by Amy Sherman

As a boomer, you are familiar with the term “Sandwich Generation.” More than 25% of Americans are in this situation, involved with the care of their elderly parents while supporting and raising their own children. Unfortunately, there is no magic bullet to make the situation better or to show you the “right” way to do things, but education can certainly make things flow more smoothly.

While you want to be sure that your elderly parents are taken care of, you cannot neglect yourself, your marriage or your children. Therefore, don’t overload yourself with doing too much for too long. Don’t put your life on hold or your own care at the bottom of your list. Instead, be practical and do as much as you can and then seek outside help. Keep in mind that you can’t help others when you are barely able to help yourself. Therefore, by understanding your obligations to your parents and to your household, you will be able to give the necessary time and energy to each responsibility and still handle the unique aspects of your personal life.

Here are some things to consider if you are reviewing your situation:

1. Ask your relative their wishes. This will help you to understand their preferences, in terms of where to live, end of life care decisions and even funeral arrangements.
2. Know their financial situation, including any pensions, social security, stocks and bank accounts. At the same time, assess your own money situation regarding your retirement and college costs and be sure to put money away for both.
3. Establish durable power of attorney which gives you legal financial rights and also the power of attorney for health care. Have your loved one prepare a living will, which defines the extent of life-sustaining measures.
4. Investigate community home health care agencies. These are agencies that will provide aides who come in to your home or theirs to assist in the care of your relative. This could be in the form of companionship, bathing assistance, shopping, cleaning, etc. If you live hundreds of miles away, you may want to hire a geriatric case manager to oversee things, arrange resources and report back to you on a regular basis.
5. Get support for yourself. There are numerous online organizations for caregivers. Many will offer practical advice and checklists. Others will give you the emotional support you need so you don’t feel trapped.

Be observant when around your parents. Are there safety issues, questions regarding medications, or concerns about hygiene or household cleanliness? Don’t be afraid to have that difficult conversation about giving up the car or handling their finances. Done with compassion and understanding, these necessary discussions can bridge the communication gap between you and your parents and open the door to solutions before a crisis occurs or at least at the very beginning of one. The responsibilities may feel overwhelming, but if you find a comfortable balance, you can remain a strong support for your parents as well as be the nurturing, compassionate force necessary for your immediate family.
Home Care

Home Care Program Overview
The Massachusetts Home Care Program provides support services to elders with daily living needs to remain at home in their communities.

Services Offered

Eligibility for the Home Care Program

Payment Information

Program Instructions & Information Memorandum

Search

Search

Online Services

- Search 800AgeInfo for Services for the Elderly
- Online Access to Emergency Information and Resources
- Search Nursing Home Performance Survey

Related Links

- Overview of Councils on Aging
- Aging Services Access Points
- Prescription Advantage
- Keep Moving Program
- Resources for End of Life Care

More...
HOME CARE CURRICULUM

NEW YORK STATE DEPARTMENT OF HEALTH
161 Delaware Avenue
Delmar, New York 12054

Office of Health Systems Management
Division of Home and Community Based Services
Bureau of Home Care and Hospice Surveillance and Quality Indicators/Evaluation
April 2006; January 2007
Report: Elder Services Network

Reported By: CamFilippo (Georgia United States of America)

Elder Services Network We were contacted out of the blue by this agency promising our non-medical home care company referrals. We were interested in this and told the company we'd discuss it. After discussing it, we decided Scam, Condescending, Rude, Degrading, Bully Orlando, Florida

Elder Services Network
801 W. Reserve Ave Suite 25
Orlando , FL 32809
United States of America
Phone: 861-577-8891
Web Address: http://www.elderservicenetwork.com

Category: Adult Care Facilities

Submitted: Friday, September 10, 2010
Posted: Friday, September 10, 2010

We were contacted out of the blue by this agency promising our non-medical home care company referrals. We were interested in this and told the company we'd discuss it. After discussing it, we decided not to sign up just yet. When we called Elder Service Network back (after hearing for the phone number because the one on their e-mail was incorrect) they agent practically tried to bully us into signing up with them. We attempted several times over the course of the conversation to say "Thanks but no thanks" and it came down to the agent saying that "They were a large, cooperate company, not a 'mom and pop' like us, and was just trying to help us be on the cutting edge but if we didn't want apart of it, he was just wasting his time." This rep, was abusive and rude and unreasonable. He wouldn't take a break in his rant to give us enough time to tell him goodbye so we hung up on him. I later found out that they made it onto where other people had also complained about this company. Save yourself money and a headache and avoid these people at all costs.

This report was posted on Ripoff Report on 9/10/2010 12:23:20 PM and is a permanent record located here: http://www.ripoffreport.com/adult-care-facilities/elder-services-network/elder-service-network-we-were-scamed

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