



10 Initial Steps

to Turn Your CAHSAH Certification into a

Competitive Marketing Opportunity for your Agency

1. Send out Press Releases to TV, Radio & Print media
2. Email Blasts
3. Initial Letters to All Referral Sources
4. Letter to prospective clients
5. Inservice Request for Referral Sources
6. Website Changes/Email Changes
7. Business Cards/Brochures
8. Pay Checks
9. Chamber of Commerce
10. Bill Stuffers to Existing Clients

Press Release Sample

Date, Location:

{Your Agency's Name} has received the prestigious 'Home Care Aide Organization Certification' from the California Association for Health Services at Home (CAHSAH).

Home Care Aide Organizations are the only unlicensed, unregulated health care services in California. In fact, the only requirement to provide home care services in a person's home is a business license. As home care continues to become the nation's fastest growing industry, {Agency Name} and CAHSAH strive to promote the utmost in quality care.

This Certification Program was developed to create minimum standards for the home care industry. These standards seek to protect the consumer, home care aide and home care organization. Without oversight and accountability, many consumers and family members pay the price as they place caregivers into their loved one's homes believing the person entering their home has been thoroughly screened, trained and properly insured.

{This paragraph is used for to share a little information about the Agency and its Mission}.

{Agency Name} will continue to advocate for high standards and accountability from all home care providers. Together with CAHSAH, we will continue to bring important home care policies to our legislatures to protect consumers, families and home care workers throughout California.

{Agency} is proud to be recognized as an exemplary agency in California and is confident in our ability to provide vital services throughout the community.

For more information on (Agency) or CAHSAH's Home Care Aide Certification, call (Agency's Contact Name) at (number) or email at (email address). In addition, please visit (Agency's website) or www.cahsah.org.

(Include a copy of your agency's Certification)

Email Sample

Email Subject: {Agency} achieves Home Care Aide Organization Certification

Did you know?

Home Care Aide Organizations are the only unlicensed, unregulated health care services in California. In fact, the only requirement to provide home care services in a person's home is a business license.

Solution for Patients/Famillies

The California Association for Health Services at Home (CAHSAH) developed the 'Home Care Aide Organization Certification' to help guide patients and families to reputable in-home care providers throughout California.

Note: Hyperlink 'California Association for Health Services at Home to www.cahsah.org in the email

Why this is important?

Usually, patients and families access in-home care after an urgent or crisis situation has occurred. Because there is little time to investigate and research proper options, families often settle on the first available agency or individual caregiver. This could have significant consequences in the long run.

'Agency Name' is a trusted, certified provider

To make a referral to 'Agency', please call (phone number)

Note: Scan your Agency's Certificate & Hyperlink to the above title ('Agency Name' is a trusted, certified provider)

Help Your Patients & Families Understand the Best Options for Accessing In-Home Care

Initial Letter Sample

Date

Name

Address

Dear:

Email Subject: {Agency} achieves Home Care Aide Organization Certification

{Your Agency's Name} has received the prestigious 'Home Care Aide Organization Certification' from the California Association for Health Services at Home (CAHSAH).

What does this mean for your patients and families? Usually, patients and families access in-home care after an urgent or crisis situation has occurred. Because there is little time to investigate and research proper options, families often settle on the first available agency or individual caregiver. This could have significant consequences in the long run.

Did you know that Home Care Aide Organizations are the only unlicensed, unregulated health care services in California. In fact, the only requirement to provide home care services in a person's home is a business license. As home care continues to become the nation's fastest growing industry, {Agency Name} and CAHSAH strive to promote the utmost in quality care.

This Certification Program was developed to create minimum standards for the home care industry. These standards seek to protect the consumer, home care aide and home care organization. Without oversight and accountability, many consumers and family members pay the price as they place caregivers into their loved one's homes believing the person entering their home has been thoroughly screened, trained and properly insured.

{This paragraph is used for to share a little information about the Agency and its Mission}.

{Agency} is proud to be recognized as an exemplary agency in California and is confident in our ability to provide valuable services throughout the community.

To make a referral to {Agency} or to learn more about us, call (phone number) or visit (website). For more information on CAHSAH's Certification Process, visit www.cahsah.org.

Sincerely,

Name/Title

Note: Include a copy of your agency's certificate

Letter to Prospective Clients

Date:

Dear:

Thank you for contacting {Agency's Name} to inquire about our home care services. We are committed to providing the highest quality in-home care throughout the community. {Write a few more sentences to boost your agency or share the mission statement, agency highlights, etc}

Recently, {Agency Name} received the prestigious 'Home Care Aide Organization Certification' from the California Association for Health Services at Home (CAHSAH).

It is very important for you to understand your options when selecting a home care organization. Home Care Aide Organizations are the only unlicensed, unregulated health care services in California. In fact, the only requirement to provide home care services in a person's home is a business license.

So, we at {Agency} hold ourselves to the highest industry standards. Our Home Care Aide Certification is proof that our company meets an established set of guidelines for operating a high quality, legitimate home care service business.

{Write another paragraph about your Agency}.

We are glad you called and want to extend a helpful hand whenever you need it. To make arrangements for home care services, please call our office at (phone number).

Wishing you the best always,

Name/Title

Phone Extension (if any)

Inservice Request for Referral Sources

The California Association for Home Care Services recently unveiled their 'Home Care Aide Organization Certification'. {Agency} recently received its Certification Status. We'd appreciate the opportunity to inservice your staff on the rapidly changing home care industry and how this Certification will help patients and families access quality providers.

As part of our inservice, we will share information about these current Trends in Home Care;

- 1) Licensure/Certification for Private Duty
- 2) Options for Hiring In-Home Care – Pros & Cons
- 3) CAHSAH's Certification Standards – what are they and what do they mean?
- 4) EDD crackdowns on Independent Contractor Agencies

If you have any questions or would like to schedule an inservice, please call me at {Phone number} or email at {email address}.

I look forward to hearing from you and appreciate your interest in this educational event,

Name

Title

Inservice Reservation Form

Complete this form and mail or fax to:

Name
Agency Name
Address
City, State Zip
Phone, Fax
Email

Facility Name: _____

Contact Person: _____

Department Name/Location: _____

City: _____

Phone: _____ Fax: _____

Email Address: _____

Estimated Attendance: _____ Date of Event: _____

Start Time (1 hour preferred): _____ End Time: _____

_____ Yes, Please bring _____ Breakfast or

_____ Lunch or

_____ Snacks

_____ No, thank you

Website Changes

1. Put a banner across the top/side of your website home page 'Agency Name Receives Home Care Aide Organization Certification'
2. Hyperlink this banner to additional web page, include photo of certificate, create link to CAHSAH, showcase the standards and certification process

Email Changes

1. For all staff, create a standard signature line to include '{Agency Name} has received its Home Care Aide Organization Certification'.
2. Then, hyperlink this signature to the web page created above

Business Cards/Brochures/Flyers

1. Create a simple statement on all collateral 'CAHSAH Home Care Aide Organization Certified'

Paychecks

For all staff (office and field), announce the Certification and put a copy of the letter in each staff's paycheck

To all staff at 'Agency Name':

Thank you for your tireless efforts to make our company great. 'Agency Name' is pleased to announce it has received the prestigious distinction of 'Home Care Aide Organization Certification' from the California Association for Health Services at Home (CAHSAH).

'Agency' values its clients and staff, so we work diligently to implement the highest standards of care for everyone involved. This 'Certification' is a testament to our collective endeavor to make 'Agency' the best home care provider in the area.

So, congratulations to us all and keep up the good work.

Name

Title

Chamber of Commerce Flyer Inserts with Chamber Mailer

Chamber Member 'Agency Name' receives Home Care Aide Organization Certification

Your fellow chamber of commerce member, Agency Name, is pleased to announce it has received the prestigious Home Care Aide Organization Certification from the California Association for Health Services at Home (CAHSAH).

Much aligned with the general Chamber's mission to *promote and meet business needs, add value to its members, and enhance the quality of life within our community*, 'Agency Name' feels its certification status is the additional stamp of approval for assisting individuals with their home care needs.

Home Care Aide Organizations are the only unlicensed, unregulated health care services in California. In fact, the only requirement to provide home care services in a person's home is a business license. As home care continues to become the nation's fastest growing industry, {Agency Name} and CAHSAH strive to promote the utmost in quality care.

This Certification Program was developed to create minimum standards for the home care industry. These standards seek to protect the consumer, home care aide and home care organization. Without oversight and accountability, many consumers and family members pay the price as they place caregivers into their loved one's homes believing the person entering their home has been thoroughly screened, trained and properly insured.

As an active Chamber member, we hope to assist other members, their family or friends when the need arises for an in-home caregiver. To learn more about 'Agency', call (number) or visit (website).

We are honored to be part of this Chamber and vow to honor its values through our exemplary services.

Sincerely,

Name/Title

Bill Stuffers to Existing Clients

Dear 'Agency' Client:

If we haven't said so lately, thank you. Thank you for choosing 'Agency' as your in-home care provider. I hope to validate your decision to use 'Agency' with this news – 'Agency' just received its Home Care Aide Organization Certification by the California Association for Health Services at Home (CAHSAH).

This Certification recognizes 'Agency' as a respectable, legitimate home care provider in California. You may not be aware that Home Care Aide Organizations are the only unlicensed, unregulated health care services in California. In fact, the only requirement to provide home care services in a person's home is a business license.

This Certification Program was developed to create minimum standards for the home care industry. These standards seek to protect the consumer, home care aide and home care organization. Without oversight and accountability, many consumers and family members pay the price as they place caregivers into their loved one's homes believing the person entering their home has been thoroughly screened, trained and properly insured.

We applaud CAHSAH's effort to establish a Certification Program on behalf of home care clients and workers throughout California and we are honored to receive such distinction.

We value you as our client and hope to meet all of your home care goals. If there is anything further we can do for you, a family member or friend, please do not hesitate to call us at (phone number).

Again, thank you for your continued support of our efforts.

Sincerely,

Name/Title