

A close-up photograph showing a person's hands holding a white paper model of a house. In the background, another person is holding a tablet computer, and a third person's hand is visible holding a document. The scene is brightly lit, suggesting an indoor setting with large windows.

Referring to Senior Living: A New Revenue Opportunity for Home Care Agencies

Caring.com Digital Marketing Academy
October 18, 2018

Welcome



This presentation will be available within a few business days.

This is a one-way webcast. Please ask questions using the tool at the right side of your screen.

Caring.com: Leading Senior Care Resource

#1 for Senior Care Reviews

200,000+ consumer reviews

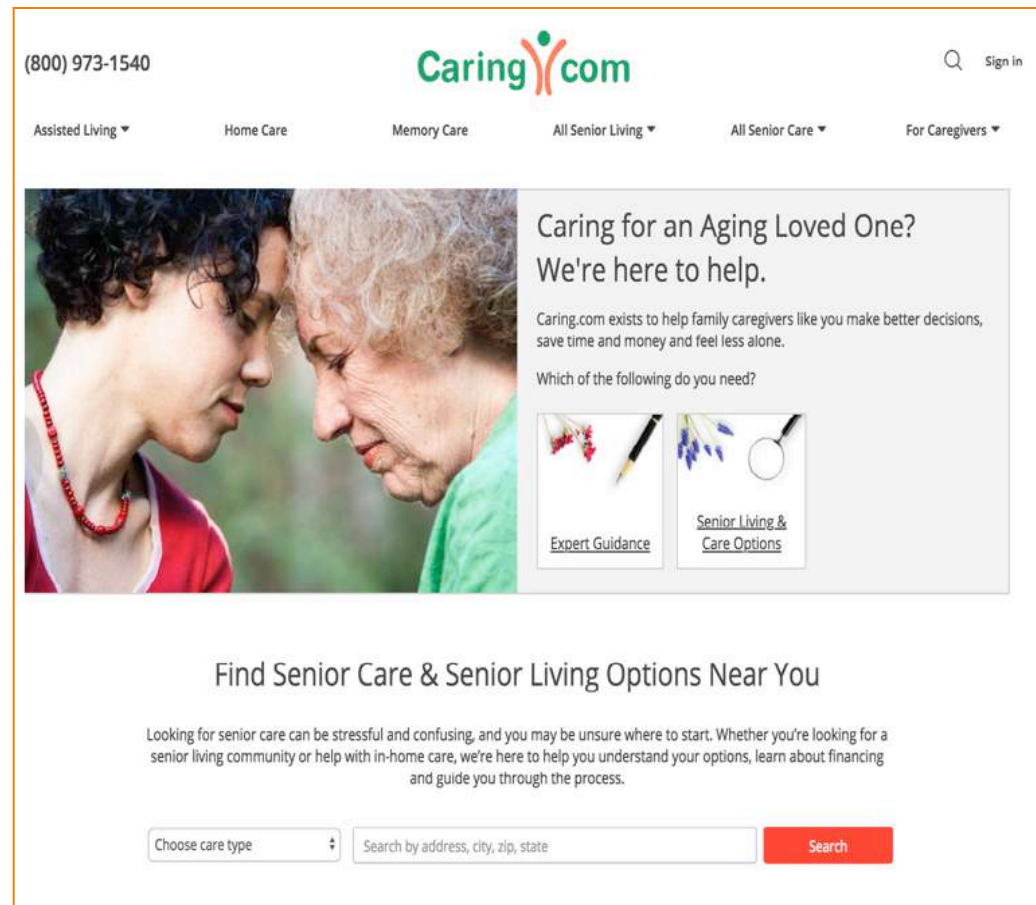
Millions of website visitors

82,000 listings

Hundreds of original articles

Online support groups

Partnered with thousands of
senior care businesses
nationwide



The screenshot shows the Caring.com website interface. At the top left is the phone number (800) 973-1540. The Caring.com logo is centered at the top. On the right, there is a search icon and a 'Sign in' link. Below the logo, there are navigation links for 'Assisted Living', 'Home Care', 'Memory Care', 'All Senior Living', 'All Senior Care', and 'For Caregivers'. A large banner image shows a young woman and an elderly woman looking at each other. To the right of the image, the text reads 'Caring for an Aging Loved One? We're here to help.' Below this, it states 'Caring.com exists to help family caregivers like you make better decisions, save time and money and feel less alone.' A question 'Which of the following do you need?' is followed by two buttons: 'Expert Guidance' (with a pencil icon) and 'Senior Living & Care Options' (with a magnifying glass icon). Below the banner, the heading 'Find Senior Care & Senior Living Options Near You' is displayed. A paragraph explains that finding senior care can be stressful and confusing, and that the website helps users understand their options, learn about financing, and guide them through the process. At the bottom, there is a search form with a dropdown for 'Choose care type', a text input for 'Search by address, city, zip, state', and a red 'Search' button.

Today's Presenter: Lauren Travers

- Joined Caring in Jan. 2013
- B2B Sales Manager
 - Previously: Inside Sales Advisor; Senior Sales Manager for Customer Care
- Helped develop new Home Care Affiliate program at Caring
 - Manages Caring's home care sales team
 - Supports home care agencies daily



LAUREN TRAVERS

Today's Presentation



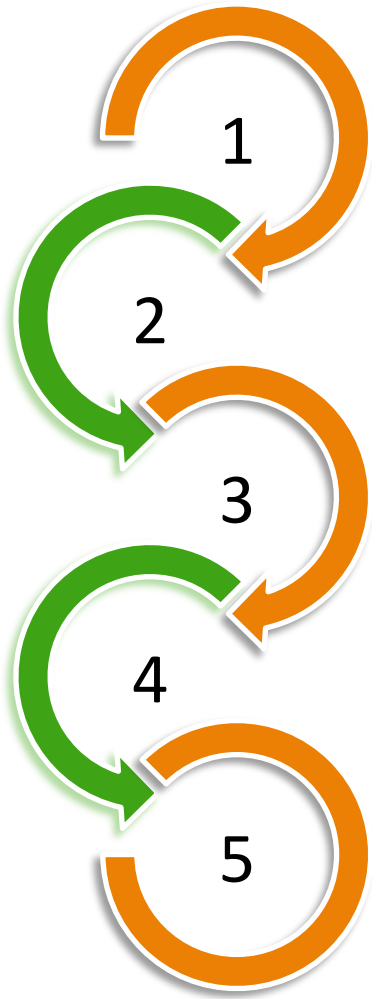
- Home Care Affiliate Program Overview
- How We Track Your Client Referral to Us
- Our Expertise in Senior Living Referral
- Reporting and Payments for Agencies
- Q&A
- Key Takeaways



Caring.com Referral Program:

Receive Payment for Move-Ins

How Does This Referral Program Work?



1 Agency's Client is Ready for Move to Senior Living

2 Client Contacts Caring via Agency's Dedicated Phone Number or Inquiry Link

3 Caring Matches Client to Communities; Follows Up on Tours

4 Move-in Happens; Caring Gets Referral Fee for Move-in

5 Caring Shares \$750 Credit/Cash with Your Agency

Source Tracking to Ensure Agency Gets Credit



We'll give you a unique telephone number to track and credit your agency's referrals.

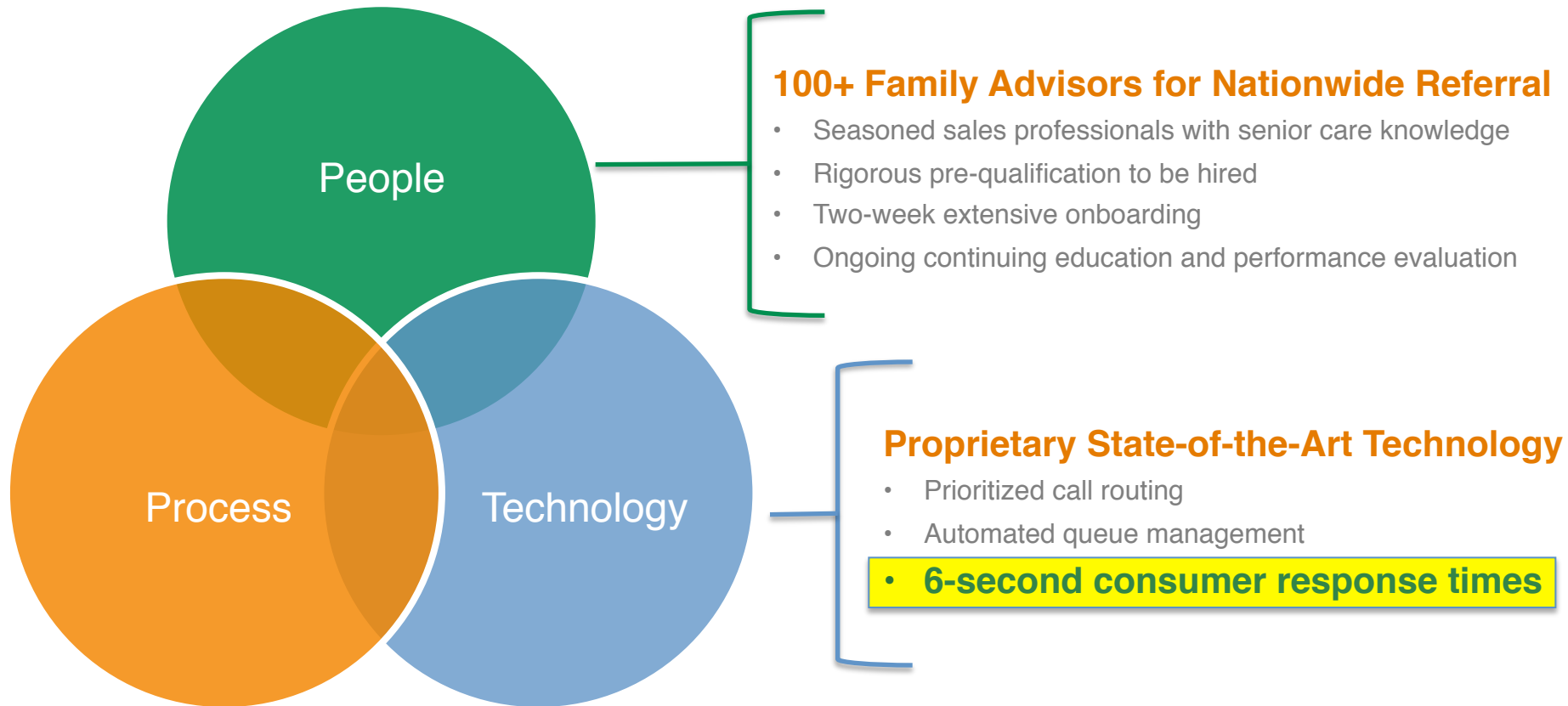
Find Assisted Living Costs Near Hercules, CA

The screenshot shows a website interface for finding assisted living costs. On the left is a map of the Hercules, CA area with several blue location pins. On the right is a search form with the following fields: "Who are you looking for?" (a dropdown menu with "-- Choose One --"), "Where are you looking for care?" (a text input field containing "Hercules, CA"), and "Your e-mail address" (a text input field). Below the form is a green "Get Started" button with a right-pointing arrow. To the right of the button is a page indicator "1 of 2". Below the map and form are four feature highlights, each with a green arrow icon: "Compare Options" (Our comprehensive directory lets you see options from multiple facilities.), "Get Pricing Info" (Find out how much assisted living costs near you.), "See Pictures" (Learn more about features and amenities.), and "Read Ratings & Reviews" (Find out what other families said about facilities near you.). To the right of these highlights is a testimonial box: "Find out why over 2 million people use our free service every month." Below this is a logo for "As seen in The New York Times" and "THE WALL STREET JOURNAL". At the bottom of the page are links for "Terms of Use" and "Privacy Policy".

We'll also give you a unique inquiry form/link to track and credit your referrals.

*****THIS IS REQUIRED TO GET PAID ON THE REFERRAL/MOVE-IN*****

About Caring's Free Referral Services



***Please Remind Your Clients:
We'll Call Them Within Seconds of Their Online Inquiry!***

Phone-Based Screening: Discovery Roadmap

Uncover the Main Motivation

- What prompted your search?
- What's changed recently?
- Tell me about the current living arrangements?
- What are your main concerns?
- What activities are not getting done well? How does that impact you/the family?

Review the Activities of Daily Living

- Cooking
- Cleaning
- Bathing
- Medication
- Driving
- Memory Care

Determine Budget/Income

- Pensions or annuities
- Social Security
- Long term care insurance
- Retirement savings
- Home or other assets
- Veterans benefits

Identify Important Preferences/Needs

- What does a community need in order to feel like home
- Interests
- Hobbies



We Help Find The Best-Matched Communities




Referral List

Caring.com


Hi Tomii,

Thanks for using Caring.com's directory of senior care resources.


We've notified the provider(s) below that you'll be arriving for a tour at the specified times:

- 


[Juniper Village at Cape Coral](#)
4920 Viceroy Court
Cape Coral, FL 33904
(239) 542-3121 [Learn more](#)

Tour Scheduled Monday, October 29 12:00 PM
- 

[The Woodlands](#)
825 Santa Barbara Blvd.
Cape Coral, FL 33991
(239) 574-8789 [Learn more](#)

Tour Scheduled Monday, October 29 10:00 AM
- 

[Cypress Point](#)
6870 Alister Way
Fort Myers, FL 33912
(239) 768-4044 [Learn more](#)

Tour Scheduled Monday, October 22 12:00 PM
- 

[The Crossings at Hancock Creek](#)
3501 Hancock Bridge Parkway
Fort Myers, FL 33903
(239) 217-5900 [Learn more](#)

Tour Scheduled Monday, October 22 10:00 AM


Tour Reminder

Caring.com

Hi Kim,

This is a friendly reminder that you've scheduled tours of the following senior living communities for tomorrow, July 24.

- 

11:30 AM [Brighton Gardens of Tampa](#)
16702 North Dale Mabry Highway
Tampa, FL 33618
(813) 908-2333
- 

11:30 AM [Legacy at Highwoods Preserve](#)
16600 Highwoods Preserve Parkway
Tampa, FL 33647
(813) 379-8606
- 

10:00 AM [Beach House Assisted Living & Memory Care at Wiregrass Ranch](#)
30070 State Road 50
Weedon Chapel, FL 33544
(813) 908-6677

If you can't make it at the times above, please call the provider to arrange a different time.

Cherryl

Tour Follow Up

Caring.com

Hi Tami,


I hope you're doing well. I thought I'd check in with you because my notes show you were scheduled to tour Palm Court Retirement Living yesterday.

[Provide feedback on your tour online.](#)

Were you able to make it? If so, I'd love to hear what you thought of the community, I'm hoping you really liked it, but if not, let me know so I can find something for you that's a better fit. You can reach me directly at (800) 973-1540.

If you missed your tour, I can help there as well. Feel free to [reschedule online](#) or give me a call and I'd be happy to reschedule it for you.

Thanks again,

 *Holly*

Reporting to Track Referrals

YOUR AGENCY -- CARING REFERRAL REPORT								
Inquiry ID	Inquiry Date	Referral Source	Care Recipient	Resource Type	Inquiry Status	Contact - Housing Qualified?	Referral Status	Move-In Verified Date
10172850	10/11/18	Your agency name	Barbara White	Assisted Living	Accepted	No	Contact Not Qualified	n/a
10172892	10/11/18	Your agency name	Walter Washington	Memory Care	Accepted	Yes	Contact Qualified	n/a
10173070	10/11/18	Your agency name	John Doe	Assisted Living	Accepted	Yes	Moved-In Resident	11/12/18
10173083	10/11/18	Your agency name	Ruth Taylor	Assisted Living	Accepted	No	Left Voicemail	n/a
10173440	10/11/18	Your agency name	Jane Smith	Assisted Living	Rejected	No	Bad Number	n/a
10173809	10/11/18	Your agency name	Betty Jones	Assisted Living	Rejected	Yes	Duplicate Lead	n/a

Once a Month, We'll Send You a Report with Any Referrals Sourced to Your Agency.

Reporting to Track Move-Ins

YOUR AGENCY -- CARING MOVE-IN REPORT							
Inquiry ID	Inquiry Date	Move-In Verified Date	Care Recipient	Community	State	Care Level	Due to Agency
10172850	10/8/18	11/3/18	Cindy Taylor	Supreme Senior Living	NY	Memory Care	\$750
10172892	10/9/04	11/7/18	Betty White	The Cottage at Brookstein	NJ	Assisted Living	\$750
10173070	10/11/18	11/12/18	John Doe	WeCare Forest Lane	NY	Assisted Living	\$750
10173083	10/29/18	11/12/18	Eugene Brown	Janet's Care Home	NY	Memory Care	\$750
							\$3,000

Once a Month, We'll Also Send a Report with Credited Move-ins Sourced to Your Referrals.

When A Qualified Move-In Happens

Your Agency Can Choose:

- **\$750 in Cash**
(via Invoice to Caring)

OR

- **\$750 in Credit**
(Toward New Client Leads)



Q&A

Key Takeaways



Your agency can refer its clients to Caring.com for senior living referral.



We'll match clients to communities based on their needs, budget, and preferences.



When Caring gets credited for a move-in from the referral, we'll share \$750 with your agency.

Need More Clients? Caring Can Help!

Let Us Introduce You to Seniors & Families in Your Area:



- Seeking in-home care for at least 4 hours/week
- Financially qualified for private pay in-home care
- Expecting your call

Sign Up Today for Pre-Screened Leads:

(650) 713-3008

Thank You!

We Welcome Your Feedback and Suggestions



(650) 713-3008



affiliates@caring.com



company/caring-com



@CaringInsights

More Resources on Our Industry Blog:

<http://partners.caring.com>