

Listings Offer **Strategic Benefits** to National In-home Care Provider



The Challenge: Improve Referral Resource Awareness and Reach Consumers at Times of Need

It's a known trend in senior living that many people in their 70s, 80s and 90s are choosing to remain in their homes rather than move to retirement communities or assisted living facilities. However, it's also known that seniors' health needs tend to increase with age – often in the wake of an unexpected hospitalization. A global organization offering in-home care and support in more than 1,200 locations aims to fill the gaps. But how do seniors and their families find the organization's essential services? If they're not already familiar with the organization, connections come through two primary sources:

- Direct, post-acute care referrals from hospitals and health systems
- Indirect referrals via database searches on senior advocacy organization websites (e.g., Alzheimer's Association, AARP, etc.)

Unfortunately, getting and keeping this in-home care provider's name and services in front of thousands of individual referral sources – just in the U.S. alone – can be a time-consuming, expensive and arduous ongoing task. Additionally, the aging-in-place has led to a virtual explosion of home care agencies, which means that this company's franchisees needed a differentiator to help them stand out from competitors.





The Solution: **Business Listings with Carelike Data Management Services**

The organization rapidly realized that many hospitals, health systems, and advocacy groups with effective post-acute care programs had one thing in common: Their care coordinators relied on one major data resource to generate customized referral lists for patients and enable consumer-driven searches: the Carelike database and data management services from HealthLink Dimensions.

The in-home care organization's leaders first became aware of Carelike through their longtime partnership with the Alzheimer's Association, which uses the Carelike data and technology to drive its online caregiver search engine and supports their national call center operations. "They showed us how Carelike's Listing Data Management Services could allow each of our offices to showcase more than what's available in the system's free, standard listing. That might include in-depth service descriptions and even photos of professionals working with the individuals they serve," recalls the organization's Gerontologist and Caregiver Advocate. Given that the Alzheimer's Association, AARP, and other highly respected senior-serving organizations – plus many hospitals and health systems – all trust Carelike solutions, the decision to enhance their visibility strategy with Carelike's Listing Data Management Services was easy. *Continued...*

A caregiver in purple scrubs is sitting on the floor, facing an elderly woman in a red shirt. The caregiver has her hand on the woman's shoulder and they are both smiling. The background is a simple room with a window.

The responsive support and personalized data management such as normalization of listings, directory updates, and maintaining consistent branding across all franchise location listings provided even more validation for choosing HealthLink Dimension's Carelike. The organization's Gerontologist and Caregiver Advocate affirms, "It's so easy to go in and update a listing. And if we ever have a question, we can open up a chat window within the system – and there's always somebody right there to answer questions."

The Results: Reach, Visibility – and an Unexpected Pandemic Advantage

Since the organization began using Carelike's Listing Data Management Services in 2017, they have enjoyed better visibility and reach with advocacy groups, hospitals and health systems. Carelike has provided enhanced accuracy for matching care to needs as well as access to hospitals and advocacy organizations for referrals. At the same time, local in-home care franchises have the opportunity to customize its listings to improve reach and awareness among local referring providers, essential to building their businesses. *Continued...*



Then, in 2020, the benefits of Carelike became even more apparent as the COVID-19 pandemic made it increasingly difficult to network with large healthcare organizations. The organization's Gerontologist and Caregiver Advocate explains, "With necessary restrictions on visitors, it's become harder for our local offices to meet in person with the social workers and case managers who need to know about our services. But our Carelike Listings give us another way to get our name and service offerings in front of them."

This powerful combination of advantages generates a win-win-win for the organization, its referral partners and the seniors they serve. The organization expands its reach and visibility. Referring partners gain a more detailed window on the services the organization offers locally. And, of course, seniors get the in-home care and support they need.

Contact Carelike at support@carelike.com for more information on the industry's leading post-acute care directory and how it can help your organization improve its outreach and services matching.



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