BRANDING YOUR AGENCY:

*Communicating your heart and passion*

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Managing Director and Co-Founder, One on One Home Care Solutions  
Managing Partner, Cypress HomeCare Solution

HERE IS WHAT WE WILL ACCOMPLISH IN TODAY’S EDUCATIONAL SESSION?

• Introduction  
• The case for Home Care now and the FUTURE  
• Understanding what a Brand is  
  – Promise  
  – Experience  
• Objectives for today  
  – Identify your agency’s core message  
  – Define the heart of your image  
  – Convey your message and experience though your agencies actions  
• Creating Brand Enhancements
ALLOW ME TO QUICKLY INTRODUCE MYSELF

- 31 years of consumer products, health care and technology experience
- Considered an innovator in enhancing communication and effectively supporting customers and
- Got in to home care after being a caregiver for my Mom with my brothers for nearly 18 years

Home Care
It’s personal
Cypress HomeCare Solutions

- Founded 1994
- Serving Maricopa County—Phoenix
- 215 - 250 Clients
- 250 - 320 Caregivers
- 9 Staff
- Service Lines
  - Self Pay
  - State Programs (Medicaid)
  - Private Insurance (long term care insurance)

About Cypress HomeCare

- Ranked #1 Home Health Agency in Arizona for 2010 and 2012
- 2013 Recipient of the Better Business Bureau’s – Business Ethics Award - this is a BIG deal
- Grew out of Roth Family’s experience caring for their mother – this fueled the passion to care for people in their community the same way they cared for their own mother
- Established as a dynamic, progressive organization; strives to deliver client-centered care
- Dedicated to providing the highest quality, cost-effective home care solutions, so clients enjoy their independence, enhance quality of life and peace of mind
- Trained caregivers – experiences, compassionate and willing to support client needs
- Quality assurance standards – staff genuinely interested in satisfying each clients’ individual needs
Better Business Bureau’s – Business Ethics Awards - WINNER
2015 Phoenix Business Journal’s Healthcare Heroes Finalist

THE CASE FOR HOME CARE
Caregiver Support Ratio

**Calculated as:**

- Persons age 45-64 (those most likely to provide care)
- Persons age 80+ (those most likely to need care)

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Arizona is projected to have the **lowest Caregiver Support Ratio in the country** in 2030 and 2050!

Home Care is like Rodney Dangerfield “let me tell ya, I get no RESPECT”

Remember - a Brand is....
Two simple words: “promise” and “experience”

**Promise** is the communications – images, commercials, etc. that you telegraph to the world to gain awareness. But my definition includes; you, your employees, your attitudes, your language, your website, your service line offerings, and anything that makes an impression.

**Experience** is the follow-through on your promise and it’s something that few consider when developing a brand. It’s the service the customer receives, their relationship with your employees – in essence, it’s the work and the business of your company.

The **Promise + The Experience = THE BRAND**

The best brands are ones in which the promise and the experience are equal, meaning the customers get what they expect.
How To Enhance Your Brand

1. Identify your agency’s core
   - Heart
   - Image
   - Message
2. Determine propensity of need
3. Create brand enhancements that *relate to your core*
Who Are You?

We know you are a non-medical, private duty home care company, but really *who are you?*

**What Are Your Spheres?**
- What are you focused on?
- What best describes you?
- Your spheres define you.
These are my spheres:

**Caregiving & Caregiving Training**
- AZ Direct Workforce Committee
- AZ Office – Task Force Against Senior Abuse - TASA

**Business – Entrepreneur**
- Created Home Care Consulting Company
- Assist other company’s in our trade and related areas
- Invited to teach at ASU in the Entrepreneur Program

**Sports – Golf, Lacrosse Coach**
- Sponsor and participate in Causes that are near and dear to us in specific tournaments

**Jewish Community**
- Jewish News of Greater Phoenix
- JCS
- Local Congregations
- Support other charities both Jewish and non-secular causes

**Healthcare**
- Banner Health Board – Benefactor Chair
- Banner Alzheimer’s Foundation
- AZ Geriatrics Society Board Member
- PDHCA Board Member – 2007 to Present
- AZ HCACO Chapter – 2009 to Present
Connecting Spheres with Core

• Your spheres make up your core focus
• When you look at your spheres, you should see your core
• Always refer to your spheres and core when making any decisions for your business

Defining your agencies HEART

• Finding your heart?
  – Finding your heart and putting it out there takes strength, courage and commitment

• Heart is the most potent power in business
  – Biz Schools tell you that emotion has no place in business, but the opposite is true. Heart is the fire, that higher purpose, something bigger than yourself, most potent power your business has

• Heart turns in to life’s work
  – Your purpose, your “why” behind your “what”

• Heart is for All Businesses and All People
  – Have you ever heard someone say, “...win the hearts and minds...” You connect with the people’s hearts and then they let you into their minds.
Your Message is your Magic

• Beyond the Value Proposition – Foundational Messaging
  – How many times have you seen dull value propositions like this:
    • At ABC Home Care, we are dedicated to serving clients needs with superior quality and a commitment to excellence. Our passionate employees are available 24/7 to answer your questions and are knowledgeable in all areas of our services. Our guarantee ensures safety and security.
  – How about we instead, liven up the message and say the following:
    • Reliable and trustworthy Caregivers, You got it! It’s yours, easy access to when you want assistance, Just Call. That’s ABC Home Care, your partner, your friend, and your personal expert. Guaranteed.
  – Take the messaging challenge with your own Agency
    • Are your words helping or harming you?
    • Are your words mind-based or heart-based?
    • Do they simply inform or do they inspire?
    • Think in terms of what you write and what you say.
    • If you’re not liking what you are seeing or hearing, it’s time to do something about it.

Defining your agencies IMAGE

• More than a logo
  – Your logo is a representation of your brand, which is defined as the promise and experience
• Heart is the most potent power in business
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• Heart turns in to life’s work
  – Your purpose, your “why” behind your “what”
• Heart is for All Businesses and All People
  – Have you ever heard someone say, “...win the hearts and minds....” You connect with the people’s hearts and then they let you into their minds.
• In our world, image is everything because we buy with our hearts and we justify with our minds
Brand Power; its Moments that Matter

• Actions – are about creating genuine and meaningful brand experiences that set you apart in a good way.
• Beyond customer service – people have come to expect superior customer service, if you slip-up it’s about how you can have a client cut you some slack because the experience was an anomaly since you have always supplied superior service.
• So how does a Company deliberately infuse heart in to actions? The answer is Moments, brand experiences are made up of Moments.
• A Brand is about relating to those moments – (ie. Disney, Cold Stone Creamery)

Create Brand Enhancements

• Service Enhancements
• Community Enhancements
• Marketing Enhancements
Service Enhancements

- In-House Caregiver Training Lab
- Pet Therapy Program – Lacey the Lab
- Host CPR/First Aid Training

Joan S. Roth Caregiver Training Lab
Pet Therapy Program

- FREE for clients
- Visits last approximately 30 minutes
- Visit when caregiver is in the home

Lacey the Lab
Lacey’s Blog

Lacey’s Blog: Best In Show (of Affection)

For all those dog-lovers out there (and competitive types), the Westminster Kennel Club Dog Show is not just any puppy parade – it’s the Super Bowl for dog enthusiasts. In this dog show that is almost two millennia old (for dogs at least, 136 years for humans), my Labrador counterparts surprisingly have yet to win the prized Best In Show. The Labrador Retriever has been the most popular breed in the U.S. for 22 years, so what gives?

Some say it has to do with our friendliness and general desire for companionship – we aren’t “diva” enough. But I think our qualities are just as special, if not more! Therefore, in honor of my breed and in anticipation of the big award, I declare myself Best In Show (of Affection). Labradors, unite!

Community Enhancements

- Solutions Center
- Alzheimer’s Community
- Golf Tournaments
- Public Relations
- Presentations/Events/Conferences
- Award Opportunities
Solutions Center

Alzheimer’s Community

• Banner Alzheimer’s Institute
  – Banner Alzheimer’s Foundation Board
  – Sponsor of A Night to Remember event
• Alzheimer’s Association
  – Walk to End Alzheimer’s
Walk to End Alzheimer’s

Golf Tournaments

• Leading Age of Arizona
• Alzheimer’s Association
• Assisted Living Federation of America
• Learning Ally (Recording for the Blind & Dyslexic)
• Scottsdale Healthcare
• Caring Corps
• Habitat for Humanity
• Canine Companions for Independence
Canine Companions for Independence
Dog Days of Summer Golf Classic

• Sponsor golf tournament
• Logos on tournament hats
• Lacey the Lab tee box signs around course

Horizon High School Girls Varsity Lacrosse