Enhancing Your Brand

Bob Roth
Managing Partner
Cypress HomeCare Solutions

My Inspiration is Our Commitment

Joan Roth
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
- 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
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
2. Determine propensity of need
3. Create brand enhancements that relate to your core
Identify 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
- Business – Entrepreneur
- Jewish Community
- Sports – Golf, Lacrosse Coach
- Healthcare
These are my spheres:

**Caregiving & Caregiving Training**
- AZ Direct Workforce Committee
- AG's 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

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

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

**Healthcare**
- Banner Health Board – Benefactor Chair
- Banner Alzheimer’s Foundation
- AZ Geriatrics Society Board Member
- PDHCA Board Member – 2007 to Present
- AZ HCAOA Chapter – 2009 to Present

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**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
Determine Propensity of Need

- Who has the need?
- When is the best time of the year?
- Who/what are you competing against?

Who has the need?

- Third-party key influencers
  - Who are they?
    - Community/Referral Partners
    - Adult children
  - How do you reach them?
- Caregivers/Staff
  - Recruitment
What is the best time of the year?

Timeline

November  December  January  February
Who/what are you competing against?

- “Ocean” of opportunities
  - Fishing in a barrel vs. fishing in an ocean
- Influence of other agencies
  - Other agencies’ marketing tactics
  - Adding services that deviate from your core
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
Pet Therapy Program

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

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

For all those dog-lovers out there (and companions, too), 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 a millennium old (for dogs at least, 126 years for humans), my Labrador companions surprisingly have yet to win the prized Best In Show. The Labrador Retriever has been the most popular breed in the U.S. for 23 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

Public Relations

- It’s FREE – this will not impact your budget at all
- The local media loves human interest stories, and all of us have some really good stories!
- Find opportunities:
  - Newspapers
  - Magazines
  - Television spots
Executive pushing legislation to regulate home care industry

By Jana M. Montaldo

As people age and their ability to function on their own deteriorates, more and more is assisted living communities or nursing homes. In this economic climate, however, many are unable to afford these homes, making it impossible to afford that option. In such cases, companies like Cyprus HomeCare Solutions can assist people with their daily activities at home, said Bob Roth, managing partner for the Phoenix home care provider.

Home care differs from home health care in that there is no medical aspect involved. Caregivers at Cyprus and other companies may not give clinical care, whereas nurses can because they lack the medical skills.

Home care is an unregulated industry, so some providers lack certifications to clients, or they employ people who lack the proper training, Roth said.

"Consumer protection is the most important thing," he said. "Our clients new relationships are potentially happening everywhere."

Roth’s innovative ideas have made Cyprus the only home care provider in the state with extensive referral programs. He is also a member of the Arizona Home Medical Home Care Solutions Coalition, which created a letter earlier this year to its 51 members working to introduce legislation in 2013 to ensure Arizona home care providers.

Roth said in 2007 and 2008 died.

"We learned from research and the state is a freighter, but we have our own challenges, but we’re watching them too," he said.

"We’re really pushing to get this legislation passed," he said. "We’re hearing from our clients, but we’re looking at these other folks, too."

Along with trying to help the industry, Roth has enhanced its service quality by using new technology and offering a comprehensive training program for caregivers. All potential Cyprus employees must complete a three-phase training program, pass a state background check, and a professional drug screening is certified by the FDA and Florida, and provide a reference.

"We actually do reference checks," Roth said. "It’s messy and how many people say it’s the way it’s done."

Once hired, caregivers undergo two days of classroom and lab training. Lab practice includes learning how to advise a person without injuring them and working with devices. Many people need to assist them in their daily lives.

Caregivers also attend quarterly sessions to learn how to deal with issues such as dementia and Alzheimer’s disease, said front framer, director of operations for Cyprus.

Both said legislation and better training are necessary for the future of this growing industry. With the first wave of baby boomers turning 65 in 2011, the health care system is going to be overwhelmed, it said.

"We’ve got it coming in 2011, and we need to see ‘ready for it,'" he said. "There’s not enough hospitals and there’s not enough nursing homes or assisted living communities. Home care is going to be the only option for everybody, and we’re here, but we need regulatory oversight."
Lacey the Lab on Hero Central
Sonoran Living Appearance – ABC 15

Presentations/Events/Conferences

- NAHC events
- Pet therapy presentations
- JFCS – Fundraising Luncheon
A Brighter Tomorrow Luncheon
Jewish Family & Children's Service
cordially invites you to be our guest
Wednesday, March 3, 2010
11:45 a.m. – 1:15 p.m.
Phoenix Art Museum
1625 N. Central Avenue
Phoenix, AZ 85004
RSVP by February 24, 2010

Jewish Family and Children Services
Brighter Tomorrow Luncheon

2009 NAHC Strategic Planning Congress
Awards Opportunities

• Family Owned Business Award
• Health Care Heroes – Phoenix Business Journal
• Alfred P. Sloan for Business Excellence in Workplace Flexibility
• Gallup Great Workplace Award
• Better Business Bureau Ethics Award
• AZ Fast 15 Awards – Arizona Business Magazine

Industry Lists and Rankings

– Ranking Arizona (Cypress ranked #1 Home Health Agency for 2010 & 2012)
– The Book of Lists
– Best Places to Work – Phoenix Business Journal

Better Business Bureau’s – Business Ethics Awards - WINNER
2010 Spirit of Philanthropy Awards – Jewish Family and Children Services

“Companies to Watch” Award – Arizona Small Business Association
Marketing Enhancements

- Blogs
- Social Media – Facebook, Twitter, LinkedIn
- Advertising – Print, radio, and television
- Promotional Products
- Car Wraps
- Videos
Blog

Home Care vs. Home Health — What is the Difference?

Understanding the difference between home care and home health care can be confusing for individuals and family members who have yet to seek these services. For those of us in the home care and home health industries, knowing the difference between the two is almost second nature. For too many people, a quick Google search is done for definition of their loved one's, having a clear idea of each may be hard to get when searching through the many resources that are available.

Below is a simple guide to understanding the differences between the two areas of home health care.

<table>
<thead>
<tr>
<th>Home Care Providers</th>
<th>Home Health Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>ères or Visit care</td>
<td>Skilled Nursing care</td>
</tr>
<tr>
<td>Partners with home health and hospice</td>
<td>Partners with home care</td>
</tr>
<tr>
<td>No medical equipment required</td>
<td>No medical equipment required</td>
</tr>
<tr>
<td>No required discharge or transfer</td>
<td>Discharge or transfer required</td>
</tr>
<tr>
<td>Length of service determined by the patient</td>
<td>Length of service determined by the patient</td>
</tr>
<tr>
<td>Physical therapy, occupational therapy, speech therapy,</td>
<td>Physical therapy, occupational therapy,</td>
</tr>
<tr>
<td>non-invasive medical equipment, and psychosocial</td>
<td>psychological care, and non-invasive</td>
</tr>
<tr>
<td>care</td>
<td>medical equipment</td>
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</tbody>
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While there is no substitute for the intuition between home care and home health, it's always good to seek an assessment from a professional when determining the care needed for your loved one. At Cypress HomeCare Solutions, we provide the knowledge and support to help you find solutions that best meet your and your loved one's needs. You have any questions or need to check on a case? Give us a call at 951-305-6666.

Cypress Rivalry on Super Bowl Sunday

Super Bowl Sunday is just around the corner. Here in L.A., we’re feeling the excitement of home as we prepare to watch the L.A. Rams play in the Big Game. But for those of us in the home care industry, Super Bowl Sunday is a bit different.

For many of our patients, Super Bowl Sunday is a day to relax and enjoy family. Whether you’re watching the game at home or heading out to a local sports bar, it’s a day to unwind and enjoy the comfort of your own space.

So, take a break, catch up on your favorite shows, or just spend some quality time with family and friends. No matter how you choose to spend your Super Bowl Sunday, we wish you a day filled with relaxation and enjoyment.

Caregiver of the Month — February

Cypress HomeCare Solutions is pleased to announwe Sherri Topf as our Caregiver of the Month for February 2021! Sherri brings an exceptional dedication and compassion to her role as Cypress caregiver. Since September 2011, Sherri has been caring for Cypress clients in their homes, always finding new and creative solutions for those she cares for. Sherri actively advocates for her clients and their needs, and her thorough communication with staff is outstanding. She is committed to providing the very best care and consistently exceeds expectations. We are honored to highlight Sherri’s accomplishments and are proud to have her on our team.

The Caregiver of the Month award is presented to those who reflect and enact our Vision, Mission, Values, and who take their devotion to caregiving to the next level. Caregivers of the Month possess a strong work ethic, team player mentality, dependability and flexibility on a daily basis. Sherri, thank you for all you do as a caregiver to support those you care for and for being an active member of our team.

*Like* | One person likes this. Be the first of your friends.
Radio Advertising

When you are using your message to brand your agency, it is imperative to that you create your message so that the person receiving your message can relate to it.

Example of radio ad:
New Television Ad

Promotional Products
Car Wraps

Videos

Propensity of Need

• Recruitment
• Holiday
  – Cypress has been doing holiday videos for 5 years now, and each year we send it to more than 4,000 key influencers, family and friends
  – Save on paper (environmentally friendly), no postage, and a personal way to introduce your team to the recipient
  – Lives virally on the web
2012 Holiday Video

RECAP

• Identify your core – Who are you?
• Analyze the propensity of need in your community
• Create brand enhancements that will bring added value to your core

*Remember...BRANDING, BRANDING, BRANDING
Questions