



PRIVATE DUTY HOME CARE
AT NAHC

Digitally Engaging, Training and Supporting Family Caregivers

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Private Duty Home Care at NAHC

Our Mission

The National Association for Home Care & Hospice seeks to empower organizations to meet evolving needs and consistently deliver the highest quality of private duty and personal care services through leadership, advocacy, education, and innovation.

Our Vision

Powered with the expertise, influence, and resources of the National Association for Home Care & Hospice, Private Duty Home Care at NAHC, in partnership with our members and the greater private duty community, aims to set the standard for excellence in practice for the future in private home-based care and services.

Our Purpose

We foster collaboration, knowledge sharing, and unity among our members, business partners, and affiliate associations in private duty home care providing an avenue for engagement, advocacy, and innovation – working together to elevate care in the home.



**PRIVATE DUTY
HOME CARE**
AT NAHC

Private Duty Home Care at NAHC

Webinar content was developed by Private Duty Home Care at NAHC

Benefits of Private Duty Home Care at NAHC membership include:

- Expert legal and regulatory guidance from NAHC staff and affiliate partners
- Subscription to *Private Duty Source*, latest updates on news affecting the private duty home care community
- World-class educational programming at NAHC annual conferences, meetings, and throughout the year via webinars geared to private duty home care legal and operational issues
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- Exclusive discounts from NAHC Business Partner members
- Complimentary Private Duty Home Care Certification



For more information, visit nahc.org/privateduty or call 202-547-7424.

Objectives

1. Best practices for creating online educational support resources
2. Effectively targeting and engaging family caregivers through digital advertising
3. Leveraging technologies that can deepen engagement and communication

FOCUSING ON THE FAMILY CAREGIVER

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5

They Are Key in Choosing a Provider

Surveys with more than 20,000 family healthcare decision makers reveal:

- **80+**% say the care provider should be the patient and family's choice.
- **85**% say they would feel comfortable calling a care provider directly.

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6

They're Looking for Your Support

The other attributes family caregivers value highly support them in their caregiving role:

- Being available for 24/7 assistance
- Emotional support for the caregiver
- Teaching caregivers how to provide the best care
- Spiritual support
- Grief support

A Growing Caregiver Crisis

- An estimated 100 million Americans currently provide care for a loved one at home.
- By 2030, there will be a national shortage of 151,000 paid direct care workers, resulting in 3.8 million unpaid family caregivers spending significant time to provide care.
- By 2040, that shortage of paid care workers will increase to 355,000 with 11 million unpaid family caregivers picking up the slack.

Poll

How often, on average, do your patients have a professional caregiver in the home?

1. 3+ hours a day
2. 1-3 hours a day
3. A few times a week
4. Once a week
5. Less frequently

Appealing to the Family Caregiver

- Caregivers crave practical information to help them care for their loved one at home
- Help them be more competent and confident in providing care
- Communicate your experts help take care of caregivers, in addition to patients
- Increase earlier engagement by showing you can ease their challenges

DEVELOPING DIGITAL CAREGIVER RESOURCES

Most Effective Tactics

- Consider creating a central caregiver portal or page on your website
- Online/downloadable caregiver guide or tip sheets
- Online videos or courses

Messaging is Key

- An online caregiver portal/section is your opportunity to communicate directly with these critical decision makers
- Increase family caregiver engagement and referrals
- Inspire action with compelling messaging about the range of care and assistance you provide to family caregivers

What to Cover

They're overwhelmed already; focus on concise, bite-sized content that prioritizes simple and practical tips. Such as:

- Assisting with bathing
- Changing bed linens with the person in bed
- Turning or moving the person in bed
- Organizing medications for accurate dosing
- Proper lifting techniques to avoid injury
- Fall prevention
- Emphasizing importance of caregiver self-care
- Disease-specific (CHF, COPD, Cancer, Alzheimer's Disease/Dementia)

Tip Sheets

- Concise
- Topic-focused
- Skimmable
- Printable



Caregiver Videos

- Demonstrate expertise in supporting caregivers with short (2-5 minutes) educational videos
- Can feature staff demonstrating a variety of techniques, explaining step by step
- Once created, maximize their use
 - Post on your website
 - Share via social media (short length is ideal here)
 - Potentially include DVDs as part of a leave behind

ENGAGING FAMILY CAREGIVERS WITH GREATER PRECISION

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17

COVID-19 has changed how we consume media

+215%

MOBILE USAGE

Nielsen data showed use of mobile devices to access news and current events spiked 215%.

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18

COVID-19 has changed how we consume media

+30%

SOCIAL MEDIA USAGE

Influential's Market Impact Report found social media usage increased nearly 30%.

Digital advertising essentials

- Be easily found and accessed through SEO and SEM
- Meet your audience where they are
- Take advantage of creative ad formats for higher engagement
- Ensure your website is set up for success

Leverage traditional advertising to help drive digital action

- Traditional outlets are powerful in reinforcing brand awareness and recall
- Strategic placements focused on audience consumption patterns

Leveraging outdoor media

66%
MOBILE USERS

According to Nielsen, 66% of mobile users took some kind of action on their device after seeing an out-of-home ad.

Radio and TV ads remain the most trustworthy

60%
CONSUMERS TRUST RADIO

- Nielson also reported 60% of people 35-49 consider radio spots trustworthy, with TV following close behind at 59%.
- More than half of adults age 50+ consider radio and TV most trustworthy.

One size doesn't fit all

- Even with these trends, keep in mind consumers are multi-taskers, second screen users, and many are influenced by social media
- Different tactics work different angles and goals
- Marketing Rule of (at least) 7

Define your audience with greater precision

- Much more than geographic and demographic details are needed
- Robust, sophisticated targeting capabilities allow you to further narrow your audience for more accurate, higher impact ad delivery

Using data to build a persona

- Leverage 1st and 3rd party data to better understand your audience
- Uncover media consumption habits, brand affinities, personal values and more

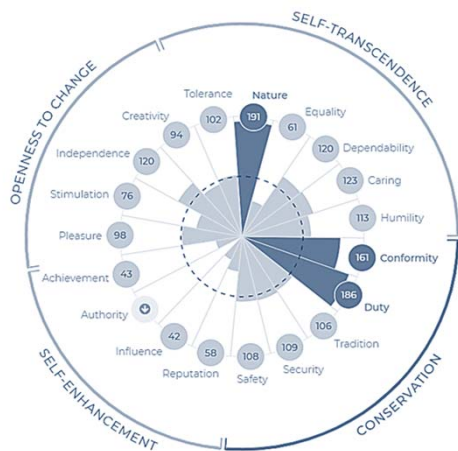
Putting it all together

- Reaching family caregivers:
 - Adults in the U.S., age 45+
 - Caregiver of an elderly parent or spouse with chronic pain

Demographics, motivation, hobbies and more...



Personal values

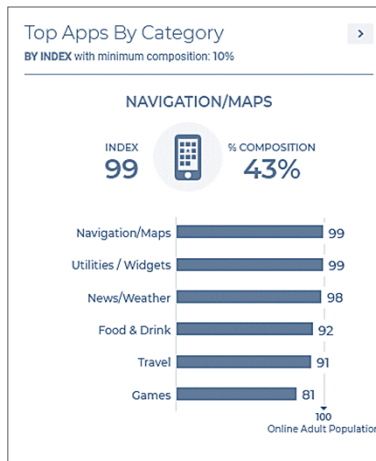
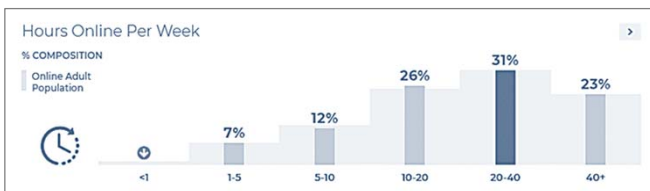


Top 3 personal values:

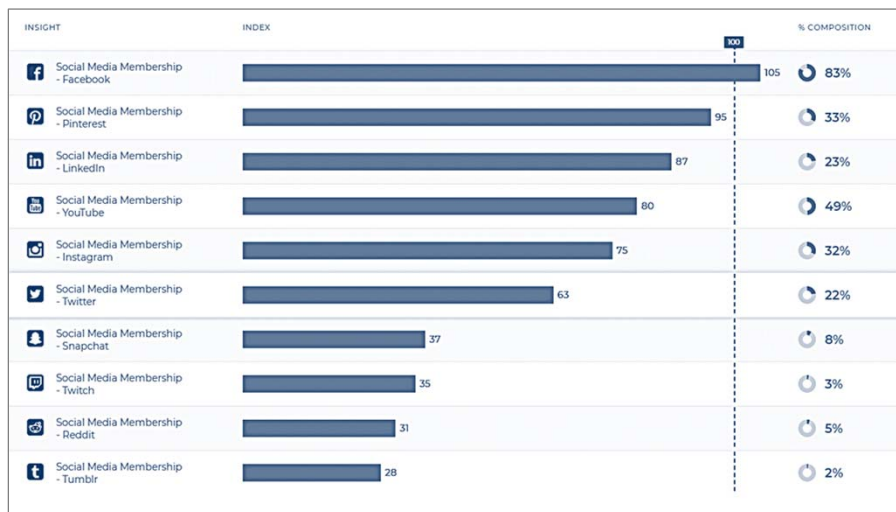
1. Nature
2. Duty
3. Conformity

Also over indexed for Independence, Dependability, Caring, Humility, Security, Safety

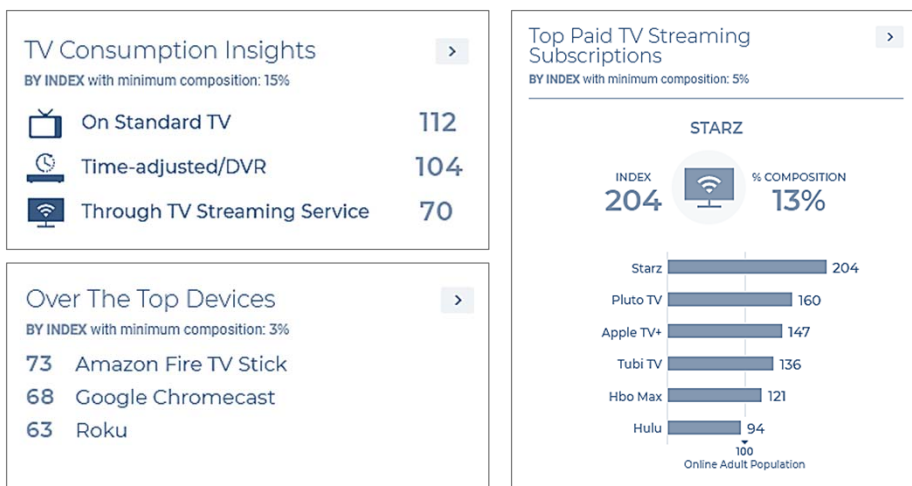
Digital media consumption



Social media habits



TV consumption habits



Creating the right mix

- While this data is valuable, finding the balance between reach, frequency and budget is essential
- Develop a strategy based on your goals to know which tactics to include, and more importantly, those to exclude
- Context matters in terms of placement and ad creative
- Understand the value of impressions, website traffic and conversions specific to your organization

TECHNOLOGY PLATFORMS

Telehealth can go beyond the patient

Empower family caregivers of current patients through telehealth (including remote patient monitoring) and communication platforms

- Facilitate secure, responsive engagement with patients as well as family/caregivers
- Respond to patient and family caregiver needs in real-time via messaging or live video chat
 - Auto-escalation capabilities can ensure no urgent inbound communication is missed – any time of day
 - Instantly engage medical directors or supervisors in secure video chat with caregivers and remote family members to resolve issues quickly
- Some telehealth platforms also provide a home for on-demand education videos/tools

Consider inclusivity

- Consider tools that create a more welcoming, less intimidating engagement for the broadest possible segment
- Multilingual support (some platforms feature auto translation capabilities)
- Consider geographic and socioeconomic barriers
 - E.g., platforms accessible by cellular data versus only broadband allows for greater access

QUESTIONS?

How We Can Help

- Branding, messaging and sales performance assessment
- Digital health check
- Website tune up
- Advertising strategy

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Upcoming Events

2021 March on Washington
TBD

2021 Financial Management Conference & Expo
August 1-3, 2021 | Chicago, IL

2021 Home Care and Hospice Conference and Expo
October 3-5, 2021 | New Orleans, LA

Join Private Duty Home Care at NAHC

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