

Private Duty Home Care Association:

USING NEW TECHNOLOGIES TO
COMMUNICATE WITH FAMILIES AND
IMPROVE CUSTOMER SERVICE

TUESDAY, JANUARY 26TH, 2010

Presented by: Jim Wills, RemCare, Co-Founder

Today's Agenda

- State of Affairs of Agency Communications
- Family Perceptions of Agency Communications
- Are Your Client Families Ready for Internet-based communications?
- Are Care Portal Technologies Ready for You?
- Are You Ready for Care Portal Technologies?
- What Should You Consider When Evaluating a Care Portal Technology?
- What are the Benefits of a Care Portal Technology?

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State of Affairs of Agency Communications

- Paper-based
- Telephonic
- E-mail
- Social media



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How do Client Families Use the Internet?

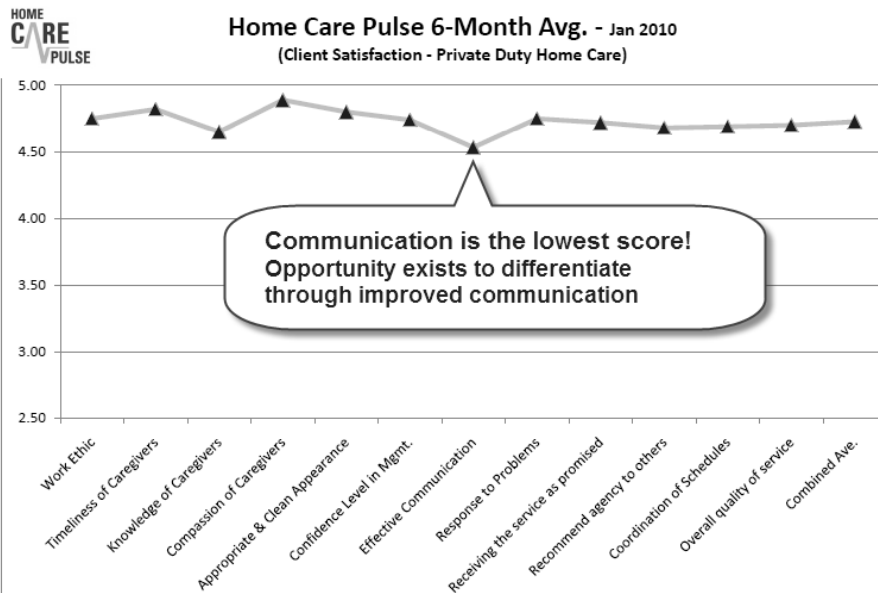
- Assume "Baby Boomer" as typical Client Family
- 74% of Boomers use the Internet
- 52% of Boomers use the Internet daily
- 78% of Internet use is related to personal or family-related health needs
- 13% of Boomers have a social networking site
- 46% of Boomers have a smart phone
- "Boomers want health information provided to them in a way that is easily accessible, on-demand and informative"

But are they knocking on your door yet for information in this fashion?

Sources: Deloitte, "State of the Media Democracy" Survey, 2009, and "Pew Internet, Baby Boomers and the Internet, 2009"

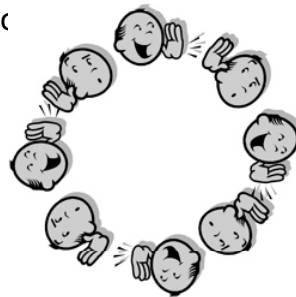
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How Are Agencies Performing in their Communications with Families?



Why the Low Score?

- Reactive means of communication
- One directional
- Telephone game, anyone?
- Generic
- Unsecure



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Take Advantage of the “Awakening “

- Unmet need to meet Boomer information demands that provides market opportunity
- How do they get information for other lifestyle and personal needs?
 - ▣ At their fingertips!
 - ▣ When they want it!

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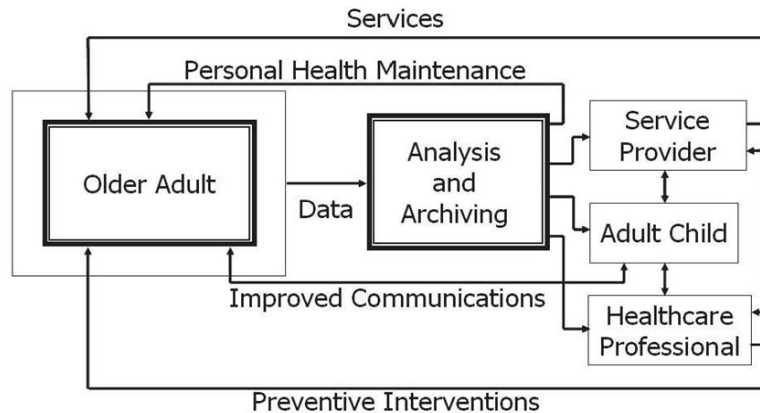
Care Portal Technology: Cementing Your Rightful Place

- What is your role?
- “First alert” for the at-large care team
- “Port of entry” to the long-term care system
- Competition from on-line care finders

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AAHSA Vision for Technology Enabled Home Care

Figure 1. Model for the Technology-Enabled Geriatric Care Paradigm.



Benefits of Care Portal Technology

- Market differentiation
- Enhanced customer service
- Improved quality of care
- Positions your agency for additional opportunities

Evolution of Care Portal Technology

- Are they ready for you?
 - ▣ Evolved from family care team coordination
 - ▣ Incorporates agencies as a distinct participant

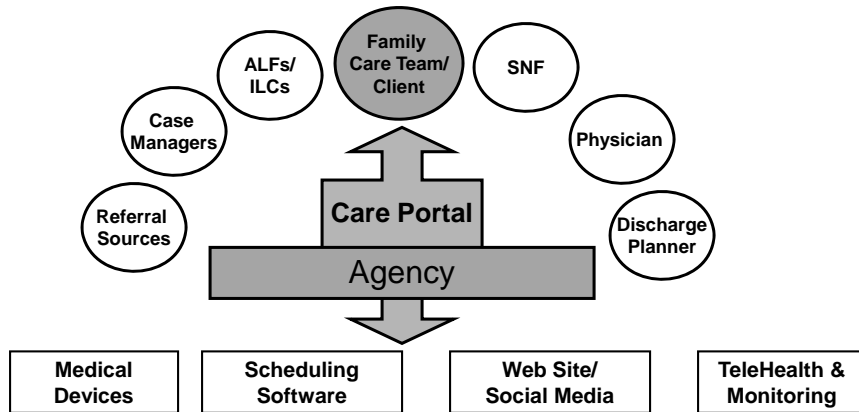
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What Should A Care Portal Technology Accomplish?

- Secure exchange of information you're already providing
- Bring to life information that keeps everyone pro-active
- Ends the "Telephone Game" that occurs in many directions
- Enables enhanced care team coordination
- Underscores home care's central role in the long-term care system

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How Should You Position Your Care Portal?



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What are the Important Evaluation Considerations?

- Usability
- Workflow considerations
- Integrative capacity
- Security
- Value!

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Marketing Considerations

- Enhancing your agency's brand
- Integrate with your unified web and communication strategy
- Leverage with care partners for additional business

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Operational Considerations

- How do I role out to staff?
- Can I vary access and have review of information?
- How does care portal technology impact customer service?
 - I still want the "right" phone calls!

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Who Should I Use it For?

- Out of town families only, right?

- Or, “good medicine” for all?

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Do You Have the Capacity?

- Managing internal and external expectations
- Training staff
- Maximize the marketing impact
- Stay with it!

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