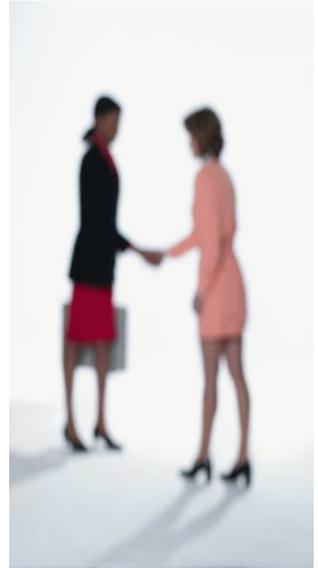


TAKING YOUR SHARE IN BEHAVIORAL HEALTH HOME CARE-PART 2

STRATEGIES TO SELL



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- How do we sell the program?
- Features and benefits of the program?
- Best Sales Message to Use?

GOALS FOR THIS WEBINAR



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F • Features
• Specific deliverables

B • Benefits
• What will be achieved

A • Advantages
• Why and how a better outcome

C • Close
• Get explicit commitments

FEATURES OF YOUR BEHAVIORAL HEALTH PROGRAM

- A passionate and educated staff that meets and exceeds Medicare requirements
- Consistent protocols
- Use of standardized assessment tools
- Use of standardized teaching tools
- Use of standardized telephone assessment between visits to monitor patient condition between visits
- Evidenced based practice
- Training manuals and other written guidelines
- CareGuides (Mini diagnosis specific guides that a standardized multidisciplinary approach)
- Clinical Supervision
- Ongoing Training

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F • Features
• Specific deliverables

B • Benefits
• What will be achieved

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BENEFITS YOUR OF BEHAVIORAL HEALTH PROGRAM

- A model of care that is multidisciplinary and provides a standardized and wholistic approach to care.
- Standardized assessment tools allows for a collaborative approach between the physician and home care provider.
- Decreases hospitalizations and rehospitalizations as well as emergency calls to physicians.
- Increases compliance with medication and medical follow-up allowing patient to remain at current level of care.
- Ongoing case management, communication and community linkages
- Provides a sense of confidence and security to physicians and other referrals sources that care initiated in one setting will be completed in the home.

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HOW DO WE SELL THE PROGRAM?



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**WANDA
MAJOR DEPRESSION**



1-Paint the picture



- Explain what the typical behavioral health patient looks like
- Admission criteria
- Clear and compelling picture of the care options
- Benefits
- Skills(what can home care do for Wanda?)

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Mrs. Anderson

How Do You Paint the Picture?

- **BY DESCRIBING DETAILED PATIENT SCENARIOS!**
- **Anxiety, Schizophrenia & Major depression**
 - Describe the patient-behaviors
 - Review Care Interventions
 - How the patient and family benefited
 - Describe what you do. Show Teaching Tools and Assessments.

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2-Selling with the Careguide

- ❖ Mini diagnosis specific programs
- ❖ Interdisciplinary approach
- ❖ Evidenced based tools

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COMPONENTS OF THE CAREGUIDE

- ❖ **Clinical CareGuides for each discipline**
 - Standards of Care for every visit- RN, HHA, PT, OT, ST, Dietician
 - Assessment, Intervention
 - Patient/Caregiver Goals
 - Resource tools to utilize for each goal
- ❖ **Assessment tools**
 - Quantify homecare assessments
 - Define stage
 - Define care needs

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Components of the CareGuide

- ❖ **Caregiver teaching tools and resources**
 - Focus on Illness, Medications, Diet, Monitoring
 - Steps to Recovery
 - Homework
- ❖ **Telephone Monitoring Tool**
 - Diagnosis specific questions
 - Assess for signs of risk
 - Used to monitor patients when in between care
 - Reinforces teaching
 - Helps reduce unnecessary ER, hospital visits



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SELLING FEATURES OF THE CAREGUIDE

- You **ONLY** can use them - no other home care providers without license.
- Developed using evidenced based practices.
- Written by experienced clinicians
- Based on national standards of care
- Care is interdisciplinary
- Standardized assessments
- Updated based on new care standards

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SO HOW DO I USE THEM?

- Briefly show them to a referral source
- Pass them around and
- Explain that they are your basis for care for all clinicians. Provide interdisciplinary care to patients.
- **Do not leave behind!**



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Benefits of CareGuide

VALUE TO REFERRAL SOURCE

- Assists in maintaining resident in place
- Consistent Care
- Gives a clearer picture of what home care does
- Staff all trained to same care model
- Reduces clinical variances for patients
- Quantifies care
- Assists in maintaining patient at their current level of care
- Reduces hospitalizations
- Reduces ER visits
- Includes Assessment and Clinical Resource Tools
- Standardized Assessments

VALUE TO PATIENT/FAMILY

- Written at a grade school level
- Provides education for caregiver
- Consistent care
- Reinforces care and teaching
- Helps caregiver manage all levels of patients care
- Provides disease education
- Assists in community linkage
- Care is goal oriented
- Assists in identifying new **SYMPTOMS, EXACERBATIONS**

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Always
REMEMBER
TO.....



1-Sell all parts of the CareGuide

2-Reinforce features and benefits of the CareGuide

3-Set up appointments to present them to referral sources

4-Never leave with referral source

5-Focus presentation on how they are part of your BEHAVIORAL HEALTH care program, also stress that staff are specially trained and trained to thoroughly utilize CareGuide.

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WHO SHOULD YOU TARGET TO SHOW CAREGUIDES TO?

- ❖ Psychiatrists
- ❖ Geriatricians
- ❖ Neurologists
- ❖ Internal medicine
- ❖ Case managers
- ❖ Family practitioners
- ❖ Nurse practitioners
- ❖ Discharge planners
- ❖ Assisted living facilities
- ❖ Rehab facilities
- ❖ Hospitals



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DISCOVERY QUESTIONS TO ASK



- Ask referral sources:
- “Do you currently have any patients/families that could benefit from our CareGuide?”
- “When do you think that you would refer a patient that would benefit from this Careguide?”
- “Do you think this CareGuide would be of help to your patients/residents?”
- “What parts of the CareGuide do you think would be most helpful to your patients/residents?”
- “How do you envision it would help your clients/patients?”
- “Do you think that families would find the education in the CareGuides useful in managing their loved one?”

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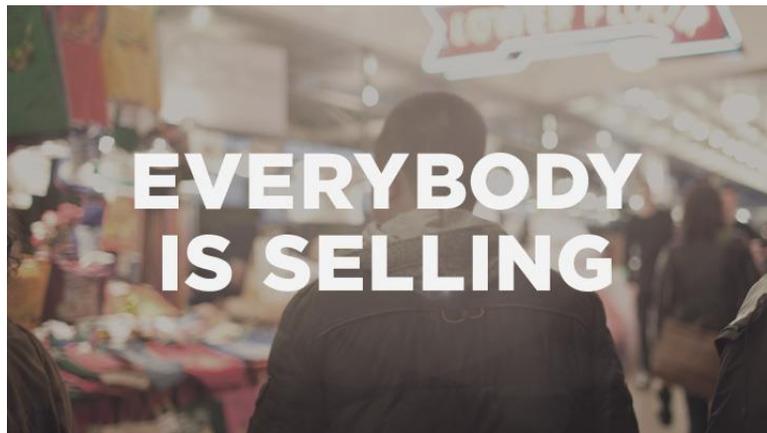
KEY MESSAGE



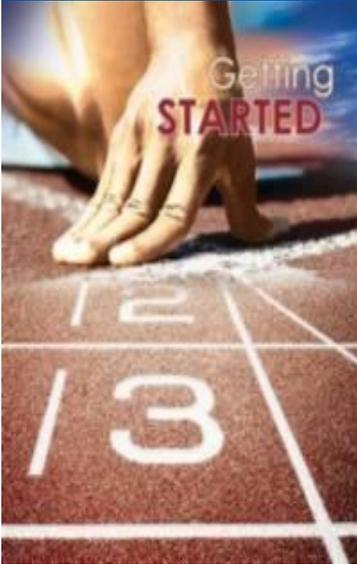
The Behavioral Health Home Care Program "assists patients and families who are broken and wounded by mental illness to move towards wholeness."

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KEY TO AN AGENCY SUCCESS



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What Do We Do to Get Started?

1-KNOW YOUR BEHAVIORAL HEALTH CARE PROGRAM. BECOME THE EXPERT!

2--DEVELOP A SALES ACTION PLAN

- Who do you already call on that you can get business from?
- List our 10 referral targets to begin with. Identify the “key” players in each account and develop an Action Plan for each potential referral
- Define what your referral goals are per month
 - 5 new referrals /month

3--Define Community Marketing Efforts

4-Know what your Agency can provide

- Do not over promise a service you cannot provide
- Know staffing patterns

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ACTION PLAN

Account	Account Type	Account Strategy	Action Steps	Goal Date	Referrals	Quarter Review
CooperRidge Hospital(Mental Health Unit)	HOSP	1) Penetrate Account to gain BH referrals. 2) Develop referral relationship.	1) Meet w/CM and MDs to present services. 2) Bring in key staff to meet facility staff. 3) Present benefits 4) Meet with staff to present scenarios. Paint the picture. 5) Set up referral process.	12/31/08	2-3/qtr	

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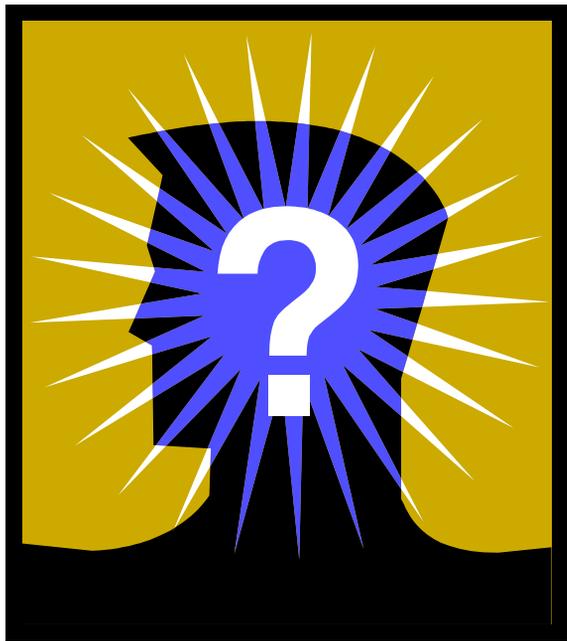


TOP 10 STRATEGY LIST ACTION PLAN

ACCOUNT	ACCOUNT TYPE	ACCOUNT STRATEGY	ACTION STEPS	GOAL DATE	PROJECTED REFERRALS	QUARTER REVIEW

**LET'S THINK AHEAD-
WHO ARE 10
ACCOUNTS YOU WANT
TO TARGET?**

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