



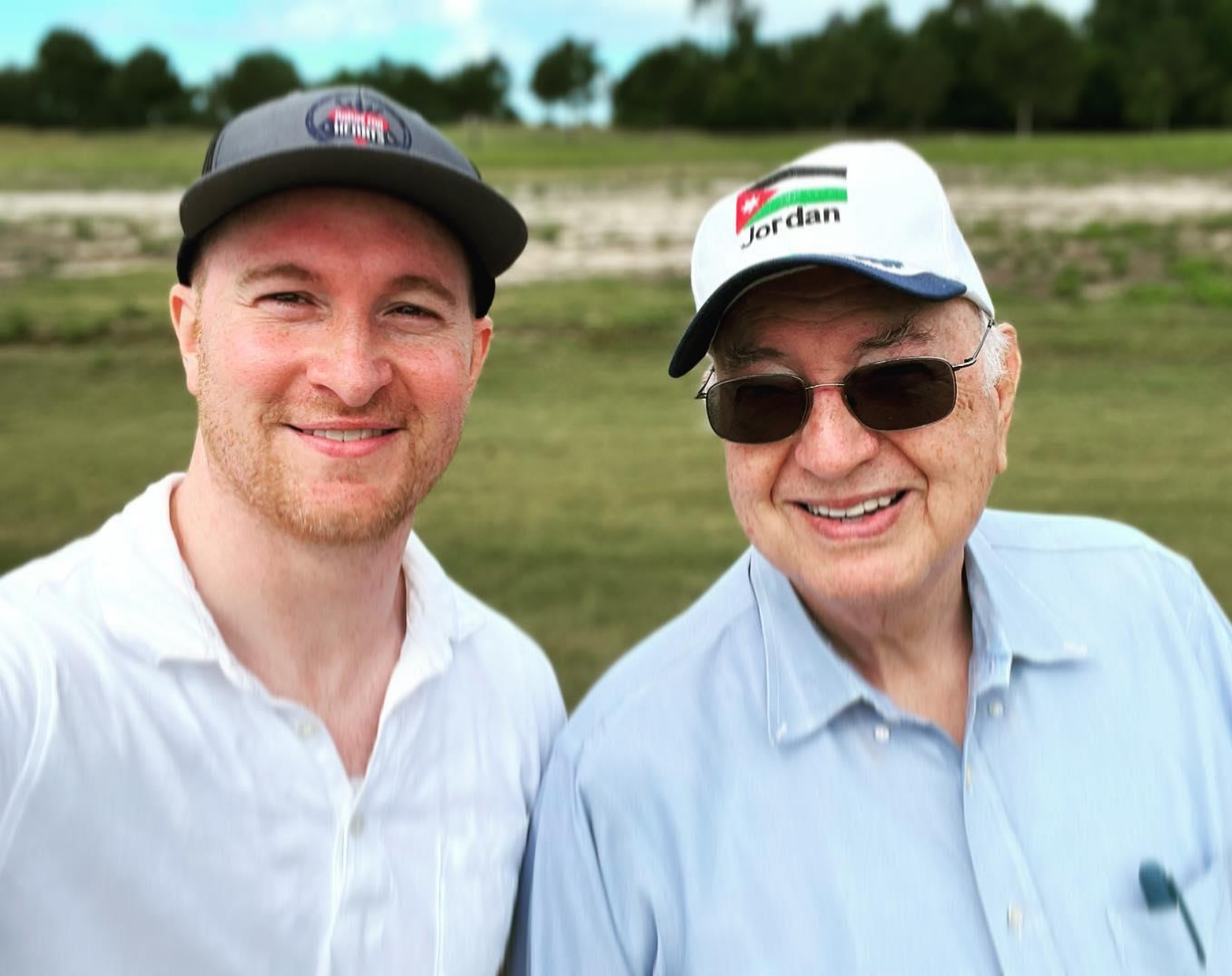
CARE-full
Living

The Best Options for Getting
Care At Home



INTRODUCTION

- Dad of 4
- In Greensboro since 2010
- Healthcare executive & entrepreneur
- Hallmark Homecare owner
- Jeremy - Exec at Cone Health for 13 yrs , mostly Neurosciences
- Stephanie - Licensed Clinical Social Worker & Therapist



PERSONAL STORY

Femur/Hip Fracture

- Surgery
- Skilled Nursing Facility admission
 - Pulmonary embolism d/t insufficient rehab
- Inpatient Rehab admission
 - Emergent hernia surgery
 - New AFIB diagnosis
 - New CHF diagnosis
- Home Health
- Home Care



WHAT I LEARNED

- Life is fragile
- The best place for seniors to be is home
- Wide variability in quality amongst services
- Caregiver burnout can happen quick
- Finding home care & navigating resources is a problem for seniors & their families

Outline

Overview of Care Options

Overview of Home Care

What to Know When Pursuing Home Care Options

CARE OPTIONS & MONTHLY COST

LEVEL OF CARE	HOME CARE	INDEPENDENT LIVING FACILITY	ASSISTED LIVING FACILITY	SKILLED NURSING FACILITY
HIGH	\$20k ↑			\$12k ↑ \$6k ↓
MEDIUM			\$12k ↑	
LOW	\$1k ↓	\$12k ↑ \$3k ↓	\$4k ↓	

WHAT IS HOME CARE?

- Not Home Health
- Non-medical Care
- Certified Nurse Assistant or Personal Care Aid



Companionship Assistance

- ♡ Transfers
- ♡ Bathing
- ♡ Dressing
- ♡ Grooming
- ♡ Toileting
- ♡ Cooking/Eating
- ♡ Medication Reminders
- ♡ Others Upon Request

Household Assistance

- ♡ Light Housekeeping
- ♡ Laundry
- ♡ Linens
- ♡ Errands
- ♡ Transportation
- ♡ Grocery Shopping
- ♡ Social Activities

WHY HOME CARE OVER OTHER OPTIONS?

“77% of adults aged 50 and above prefer to be in their home for the long term.” AARP 2021

HOW DO I KNOW IF I NEED HOME CARE?

MOBILITY

- Help navigating around home
- Avoiding Falls/Accidents
- Assistance w/ Everyday Tasks

MEMORY

- Avoiding Safety Hazards
- Ensuring proper diet & medication compliance

COMPANIONSHIP

LIMITED FAMILY ASSISTANCE

- No Nearby Family
- Family Member Unable to Assist
- Burned-out Family Members (>60% of family caregivers report suffering from depression)

WHICH HOME CARE COMPANY DO I CHOOSE?

Independent
Caregivers

Caregiver
Registries

Traditional
Home Care
Agency

WHAT SHOULD I KNOW ABOUT INDEPENDENT CAREGIVERS?

(1099 independent contractor caregivers that you employ)

Pros:

- You're the boss & can hire/fire whoever you like
- Caregiver consistency
- Lowest Cost: \$12-\$18/hour
- Flexibility

Cons:

- You'll need to arrange all of the following:
 - Recruiting, interviewing, background check & references
 - Written agreement/contract
 - Liability Insurance & Occupational Accident Insurance
 - Payroll & Tax forms
 - Ongoing Communication w/ Caregiver
- Backup if/when caregiver out?

WHAT SHOULD I KNOW ABOUT CAREGIVER REGISTRIES?

Examples: Care.com, CareLinx, A Place for Mom

Pros:

- You're the boss & can hire/fire whoever you like
- Lower than average Hourly Cost: \$12-\$18/hour
- Flexibility
- Help with recruiting, background checks & references

Cons:

- You'll need to arrange all of the following:
 - Written agreement/contract
 - Liability Insurance & Occupational Accident Insurance
 - Payroll & Tax forms
 - Ongoing Communication w/ Caregiver
- Backup if/when caregiver out?

WHAT SHOULD I KNOW ABOUT TRADITIONAL HOME CARE AGENCIES?

Examples: FirstLight, Griswold, Home Instead

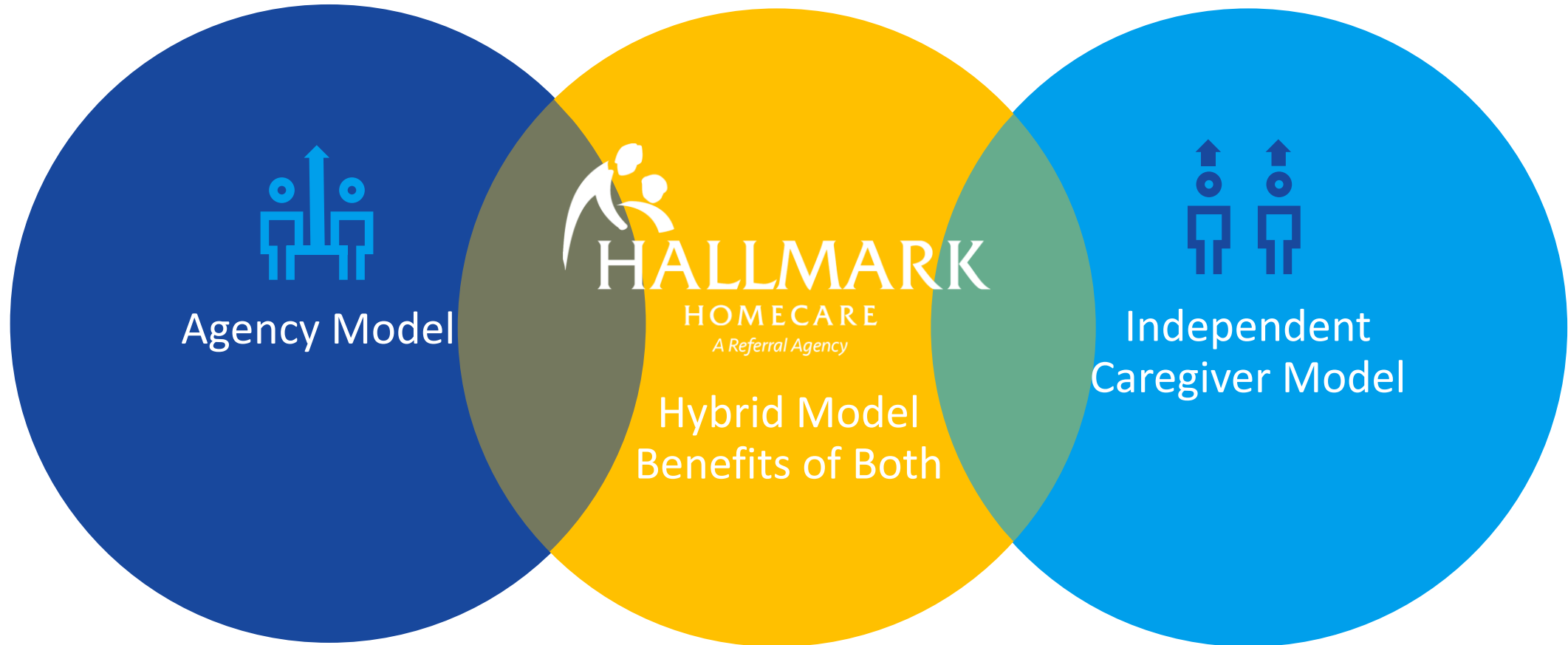
Pros:

- Less Hassle (company handles everything!)
- Professional Input & Support/Recommendations
- Access to Back-up Caregivers

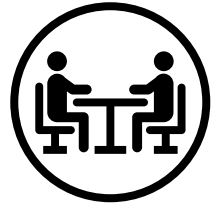
Cons:

- Highest Cost: \$28-\$31/hour
- Less Control: May not get to pick caregiver
- Less Caregiver Consistency (may have rotating group of different caregivers)
- Less Experienced Staff (may be brand new caregiver)
- Caregivers may be limited in types of assistance

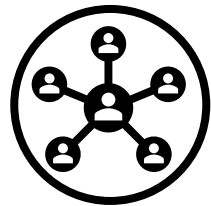
HOW IS HALLMARK HOMECARE DIFFERENT?



WHAT HALLMARK HOMECARE DOES



Recruit & Screen Independent Caregivers



Match Clients with Ideal Caregivers



Provide Ongoing Client Support

UNIQUE ADVANTAGES WITH HALLMARK HOMECARE

- ♥ **Less Hassle – Recruiting, Screening, Vetting, Legal, Compliance, Insurances**
- ♥ **Greater Control for Client**
 - ♥ **Caregivers work directly for clients – better consistency**
 - ♥ **Clients decide who their caregiver(s) are, schedule, & how they help**
- ♥ **More Affordable than Home Care Agencies**
 - ♥ **We offer different options to help clients save money**
 - ♥ **Hourly vs. Live-in vs. 1 Time Recruitment Fee**
- ♥ **Social Work Support**



HOME CARE OPTIONS & QUESTIONS TO CONSIDER

HOME CARE OPTIONS TO CONSIDER

- Hours per Week
 - Will determine which home care company you go with
 - Some have no minimum, some of a daily or weekly minimum
- Hourly vs Live-in vs. Recruitment Fee Only
 - Potentially HUGE savings for having a live-in caregiver
 - Paying for 13 hrs/day vs paying for 24/7



OTHER QUESTIONS TO ASK WHEN SHOPPING HOME CARE AGENCIES

- Type of Payment Accepted
 - Most are Private Pay
 - Some take Long-term Care Insurance, VA
 - Few take Medicaid/Medicare (limited coverage available)
- Caregiver Background Checks?
- Caregivers Insured?
- Minimum Hours per shift or week?
- Meet Caregiver ahead of time?
- Keep same Caregiver?



IS HOME READY FOR HOME CARE?

- A master bedroom and bath on the first floor
- Grab bars in bathroom & on bed
- Wheel chair ramps
- Lever-style door handles
- Bright lighting in all areas
- Non-slip flooring, especially at the entryway
- An open floor plan, especially in the kitchen and dining area
- Handrails in key locations
- Chair lifts
- Medical Alert System (Life Alert) & Smart Home Devices



THINGS TO REMEMBER

- Home Care can be a great solution for the right situation
- There are many options – need to choose the best for you & your family
- Be Informed Before Making a Decision
- Cheapest Option isn't Always The Best Option
- You have help! If you're not sure, call Hallmark Homecare & we'll point you in the right direction!



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