



EBOOK

20 ways to win more home care clients

Do you offer overnight care?

Can you provide transportation to doctor's appointments?

Hi! Are you available for a few hours each afternoon to keep my mother company and help with light chores?

We're looking for weekend care for my father while the family is out of town.

Hello! Could you tell us about your services and rates for part-time home care?

Can you help with personal care and bathing for my husband on weekdays?



NAME: Sarah Davies

Introduction



Hi! We're the team behind PASS, leading the way in care management software.

As a care provider, you know that finding new clients can be a challenge.

Many home care agencies don't have a dedicated sales or marketing team, so care managers and supervisors find themselves taking on the role. It might not be your area of expertise, but you need to get clients.

At PASS, we've worked with care services for years, and we understand the pressures you're under. Our care management software helps streamline your care planning and delivery – but there's no quick fix for finding clients.

Over the years, we've gathered some key knowledge, though, and we want to make it easier for you to get the right home care clients for your service. In this guide, we've put together 20 tips to help you find home care clients – from getting your name out there to onboarding new service users, it's all here.

In this free guide, you'll learn how to:

- ✦ Make people aware of your care service
- ✦ Prove that you're the best choice for prospective clients
- ✦ Go out and find clients
- ✦ Make onboarding new clients simple



20 ways to get home care clients

Whether you're working with local authorities and hospital discharge teams, or reaching out to care seekers directly, it can be time-consuming and stressful to find new clients – but there are ways to make it easier.

We've divided our 20 tips into four categories:



Getting your name out there

In this section, you'll learn how to make potential clients aware of your care service before they need you.



Proving you're the best care service for clients

Here, we'll explain how to show that you'll provide excellent care for your future service users – something every care seeker wants to know.



Going out and finding clients

We'll look at contacting prospective clients directly, as well as working with other health and social care professionals to arrange referrals.



Giving prospective clients a good experience

Finally, we'll talk about how to make sure that you convert enquiries into clients – and how to keep them happy.

Getting your name out there

You should introduce yourself to prospective clients before they need you. Make your home care service a well-known organisation in your local area. That way, when people are looking for support, you'll be the first service they consider.



#1 Have consistent branding and visuals

Make sure that your organisation's logos and colours are consistent. You want people to recognise your company. Avoid using similar logos and colours to other care organisations in your town – you want to stand out.

Use the same logo and colours on your flyers, uniforms, signage, and any other marketing materials like balloons or badges.

#2 Get involved with your local community

Make yourselves visible in the local area. You want prospective clients and their families to see your name regularly, so you're at the forefront of their minds when they need care.

Some ways you could do this include:

- ✦ If your town or village hosts a fete or carnival, see if you can book a stall.
- ✦ Offer to speak at relevant support groups.
- ✦ Run first aid classes, or arrange other appropriate community events.
- ✦ Encourage your team members to wear their uniform when they're between visits, so that people can become familiar with your organisation.
- ✦ Look for local volunteering or sponsorship opportunities, such as helping out with community gardening events or sponsoring a local sports team.

#3 Have a visible online presence

For most care organisations, their website is a key source of enquiries. Make sure that yours is live and up to date.

Ask yourself these questions:

- ✦ Are your email address and phone number listed on your website?
- ✦ Do you explain exactly what you offer?
- ✦ Do you use key words and phrases like “home care” and your town name?

But you shouldn't stop with your website. Set up social media pages for your care service, too, and keep them updated with news and pictures.

#4 Share helpful advice online

People often look online for care advice before they need support. Share useful tips, success stories, and expert advice through your social media pages, local Facebook groups, and community websites.

You can also work with local newspapers, radio stations, and community publications, especially around awareness campaigns like Carers Week or Dementia Action Week. The more people see your organisation providing helpful information, the more likely they are to remember you when the time comes to choose a care provider.

#5 Look for media opportunities

Journalists often want to talk to experts and people with lived experience. If you notice a news story that you or a trusted client can comment on, reach out to the local media.

News organisations will usually run stories around awareness days, weeks and months. Do you want to target times like Carers Week, Dementia Action Week, or Autism Acceptance Month? If so, plan your statements in advance. Prepare case studies about clients or colleagues, and contact relevant journalists a few weeks ahead of the date.



Proving you're the best care service for clients

Care seekers need to know that they'll be in safe hands. When you're promoting your care service, you need to reassure prospective clients and their families that you can provide competent and caring support.



#6 Know your clients and their customer journey

Who are your clients? Why are they looking for a care service? For example, are they coming to you in an emergency, or are they planning for the future? Do they need support themselves, or are they helping a family member? Are they looking for long-term support, or short-term care? What do they value most – low prices, experienced and qualified staff members, carers who can speak certain languages?

When you have the answers to these questions, you can make decisions about how and where to market your care service. Your marketing materials should focus on areas that make your care service and team stand out.

#7 Make it clear what you offer

You need to appeal to the right clients. For example, if you only care for clients over 65, then you don't want lots of enquiries from younger people. Make sure that your website and marketing materials clearly explain who you can support and the care that you offer. Do you provide companionship care, respite care, and can your care team support clients with complex medical needs?

Clients and their families will want to know the cost of care services, too. Consider including these details on your website.

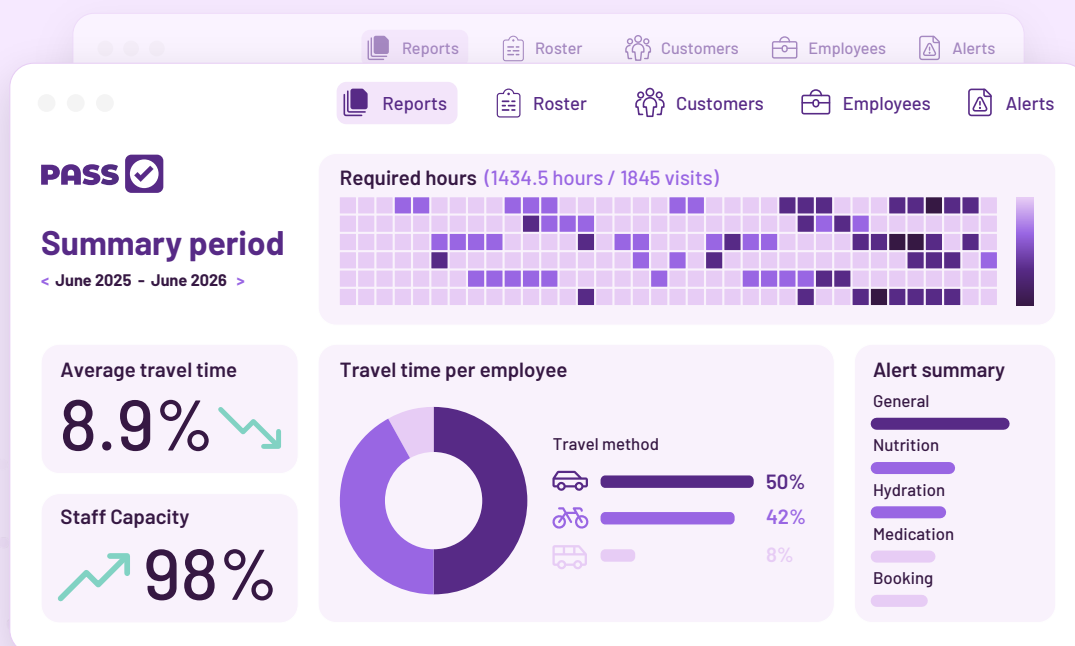
#8 Use your CQC rating as a sales tool

Care seekers want to see that you provide great care – and they'll start by checking your CQC rating. Whether it's a commissioner or someone looking for care for themselves or a family member, they'll use your CQC rating as a way to decide whether to choose your care service. So you need to ace your inspections, and keep your CQC rating high.

Did you know that care management software can help you achieve an Outstanding rating?

Care providers using PASS are 37% more likely to achieve Outstanding than the national average.

That's because every care visit, medication administration, and personal care task is evidenced in real time – your record-keeping is going to be spot-on. Not only that, but care managers can use PASS to keep track of their team, and tackle potential issues before they become problems.



#9 Encourage testimonials and reviews

Your current clients are often your best advertising tool. Ask for reviews and testimonials to use on your website and in your marketing materials. Encourage clients and their families to leave Google reviews, comment on your social media posts, and rate your care service on home care directories.

Worried about negative comments online? Remember – bad reviews aren't the end of the world! If service users have problems and leave negative reviews, it's important to act quickly. Listen to their concerns and try to solve the issue – and be transparent about the actions you're taking.

#10 Evidence your excellent care

Care seekers want to know that you'll provide great care – and how you'll prove it. This is especially true when family members are looking for care for a loved one. How can they trust that your carers will turn up on time, and deliver the care that their relative needs?

If your care service uses PASS, you can reassure families that they'll see real-time updates about their loved one. Your carers can record every care visit, note each task that they complete, and even message family members to discuss their relative's care. Your clients' families will have a complete and accurate picture of their loved one's care.

Going out and finding clients

Unfortunately, care services don't usually have the luxury of waiting for clients to come to them. As a care provider, you'll need to build relationships with key health and social care professionals to get referrals, and look for opportunities to reach care seekers directly.



#11 Focus on winning commissioner contracts

Build good relationships with your local authorities, and try to win contracts from your council's commissioning team. This will ensure that your local authority supplies you with a steady stream of clients – and funding.

You'll need to make sure that you're ready to approach commissioners. They'll want to see why you're the right care service for the job. They may ask for evidence of compliance and the services you currently provide – at very short notice. If you can't pull it together quickly, you'll be at a disadvantage. PASS care management software keeps your records in one place, ready to create audit-ready reports – so you can respond to a commissioner request immediately, and win those contracts.

#12 Look for local advertising opportunities

Does your local area have a village newsletter that everyone reads? Is there a community noticeboard or billboard where you could advertise? Does a local theatre or sports venue offer advertising space in programmes?

If you're not from the area yourself, talk to colleagues and clients who are. Get to know the local community and where they look for services.

#13 Use online directories and social media

Care seekers often look online for support. Make sure that your care service is included in online directories, and that the contact details are up to date. Search online for home care directories and submit your care service to them. If you cater for specific groups, like autistic people or people with dementia, look for relevant websites and directories that might feature your service.

You're not limited to care-specific sites, either. Look for local business directories in your town, and set up a Google Business Profile.

Also, most towns and communities have local Facebook groups – and they often let members advertise sometimes. Check the rules of your community groups and share details about your care services.

#14 Network with key healthcare professionals

Many health and social care professionals come across people who need home care. You should build relationships with your local GP surgeries, hospital discharge teams, and other care professionals. Make sure they know about your care service, and understand how they can refer people to you.

Maintaining good relationships with GP surgeries can be difficult. GPs, practice nurses, and receptionists are always busy, and if you need to contact them regularly about clients, it can feel like you're annoying them. PASS can help you make life easier for GPs, though, with GP Connect. Developed in partnership with NHS Digital, GP Connect lets you eliminate hours on the phone with your clients' GPs, and instead gives you real-time access to their patient data. Avoid annoying GPs with regular questions and demands, and build a reputation as a care provider they can trust.

#15 Ask for opinions and advice from your current clients

How did your current clients find you? What worked best for them? Consider holding regular focus groups, or including a question on your initial paperwork asking how clients and their families came across your care service.



Giving your clients a good experience

Finding clients is only half the battle, though. Once you've got the enquiries, you need to respond quickly, make the onboarding process smooth, and make sure that your new clients are satisfied with your care service.



#16 Make it easy for prospective clients to contact you

When someone is looking for a care service, they often need to move fast. You can help them make that initial enquiry. Make sure that your email address and phone number are visible on your website, your office signage, and all your literature.

#17 Respond quickly to enquiries

When prospective clients or their families reach out to you, you need to respond quickly. After all, you may not be the only care service they've contacted.

You should check voicemails and emails multiple times a day, so that you can reply as soon as possible. Make sure that every member of staff knows how to react to new enquiries. If your office is closed overnight, at weekends, or during holiday periods, consider having someone on call, so you can respond to care seekers who need support urgently.

#18 Help them understand what they can expect

For many prospective clients, this will be their first encounter with the social care sector. They may not understand how to access funding, or what they can expect from home care. Some people may be anxious about having care workers in their home, or still reeling from a new diagnosis or injury.

As care professionals, you should reassure new clients when they come to you. Explain what will happen during the care assessment process, and what they should expect from their care workers.

Answer their questions calmly and patiently, making sure that you don't use too much jargon. You may also need to signpost them to the local authority for financial assessments, or advise them about support groups and other community services.

#19 Onboard new clients smoothly

First impressions matter, and if you're disorganised or slow with care assessments and planning, this can damage a client's trust – or even put them in danger. PASS care planning software can help you here!

PASS includes more than 120 care plan templates, so you can build personalised and professional care plans quickly. You'll be ready to support your new clients in no time – and they can be confident that you have their safety and best interests at heart.

#20 Keep your clients happy!

After you've found clients and signed them up, you need to keep them happy – after all, dissatisfied service users will look for another care provider.

Care clients and their families want consistent, high-quality care, so make sure that your care staff arrive on time, follow the care plan, and keep communicating with everyone involved. PASS can help you track care visits and message relatives, so everyone stays informed and connected.

Keep reviewing care plans and risk assessments, so that you're always providing appropriate person-centred care. Talk about your clients' goals and wishes, and make sure that they know how to raise concerns. Listen to their comments, and take prompt action if they have complaints.





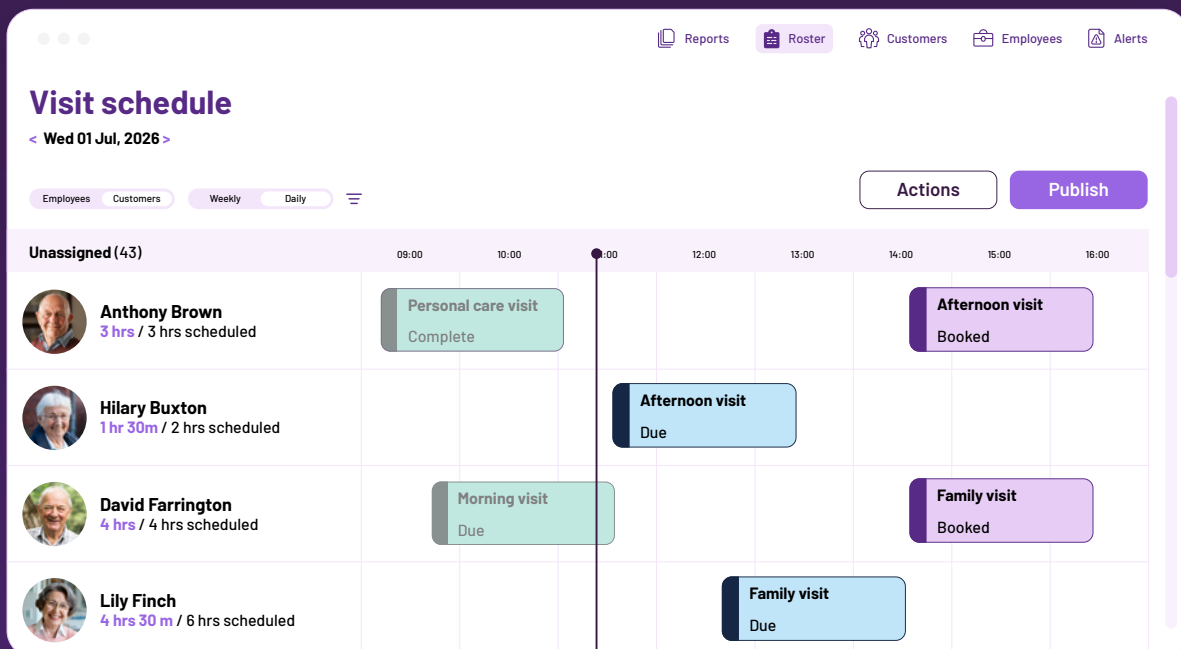
Let PASS help you

To find and keep home care clients, you need to provide great care – and evidence it.

PASS is here to help.

Whether you want to track your team's care visits, create audit-ready reports for commissioners, or share updates with a client's friends and family, PASS can handle it.

Book a free call today!



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