

Dependable Home Health Care, Inc.

POLICY AND PROCEDURE ON MARKETING PRACTICES

I. PURPOSE

The purpose of this policy is to provide establish guidelines for marketing practices for the personal care agency according to regulatory standards.

II. POLICY

This personal care agency will document their marketing practices and costs. No incentive or bonus to a current or potential recipient to choose or maintain the agency's services may be offered at any time. This agency will not initiate direct contact or market personal care assistance services to potential recipients, family members, guardians, or responsible parties.

III. PROCEDURE

A. Direct contact is any initiation of communication for the purpose of recruiting individuals/potential recipients.

This includes contact via:

1. Mail
2. Telephone
3. Email or fax
4. In person
5. A person acting on behalf of the agency to solicit referrals

B. Personal care agencies may market their services to the general public in which the public seeks out the agency for education and services. The following mass marketing methods may be used:

1. Billboards
2. Educational events and booths
3. Internet website
4. Advertisement tents on tables
5. Printed ads such as magazine, brochure, poster, bulletin, newspaper
6. Signs
7. TV and radio
8. Stickers and buttons
9. Mail such as letters, brochures, or postcards
10. Mailings to specific individuals who have previously expressed interest (by initiating direct contact) in personal care assistance services.

C. Copies of marketing materials are found in the main office of the personal care agency and are maintained by the agency's administrative designated personnel.

D. The personal care agency keeps record of marketing and advertising activities, materials, and associated costs. The following marketing methods and activities are used by this personal care agency:

1. Internet website
2. Brochures and flyers
3. Other methods? (mailing, printed ads)?
4. Other activities?

E. Costs of the previously listed marketing methods and activities include:

1. Internet website
2. Brochures and flyers
3. Other methods? (mailing, printed ads)?
4. Other activities?