



The Private Duty Source

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Creating Buzz for Your Private Duty Agency *A Check-List for Home Care Public Relations*

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When you are introducing a new business to the community, the following information should be included in promotional materials:

- Credentials of the owners and explicit purpose of the business;
- A list of services offered by the agency;
- Credentials held by members of the staff; and
- Any special capabilities of the business.

For an existing business, information should be provided to the community about any special services added or offered, like holiday staffing, special visiting, tuck-in, and travel companions. On promotional materials, include how these special services could affect the client, their family and the community -- including a personal story is a smart idea.

When announcing the addition or promotion of management and advisors within the company or strategic alliance or joint venture with a new company, an educational entity, or a community service provider, include the following information:

- Who is being promoted, along with a description of the new position or venture, and where it will take place;
- Who the contact person is at a new entity, along with a description or other marketing collateral material; and

- Also if it is a new partnership, explore the possibility of joint release.

When an agency is announcing its participation in any seminars, panels, exhibits or forums, remember that timeliness is extremely important for these types of press releases, and the following information should be made available:

- A brochure on event or Web site address;
- Whether the agency has partnered with event organizers, which provides more exposure; and
- Any success stories.

Agencies should always highlight how home care solutions provide peace of mind for families, security and safety for clients, and allow aging in place. Turn testimonials from satisfied customers into human interest stories showcasing excellent care providers and their relationship with a frail person for mutual benefit -- and try to get photos included in the story.

Merrily Orsini MSSW, is managing director for corecubed, a strategic integrated marketing communications company based in Louisville, Ky. In addition to creating corecubed, Orsini was the founder and president of Elder Care Solutions from 1981-1998. Orsini is a recognized marketing/public relations strategist in the home care industry. Among some notable recognized accomplishments, Orsini has been inducted into the Entrepreneur of the Year Institute, received the Ernst and Young entrepreneur-of-the-year award, was appointed a 1990 delegate to the National Institute on Aging, and was a 1995 delegate to the White House Conference on Small Business.

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