

# Home Care: Successfully managing your business during the COVID-19 Outbreak

**KEYNOTE SPEAKER**

**Jeff Bevis,  
CEO of FirstLight Home Care**

# Before we get started

- This webinar is being recorded
- Link to recording and slide deck will be shared after the event
- All attendees will be muted during the session
- Handling Q&A at the end

# Agenda



**About Caresmartz**



**Introductions**



**Insights by Jeff Bevis**



**Caresmartz Response**



**Q&A**



**Additional Resources**

# About CareSmartz360

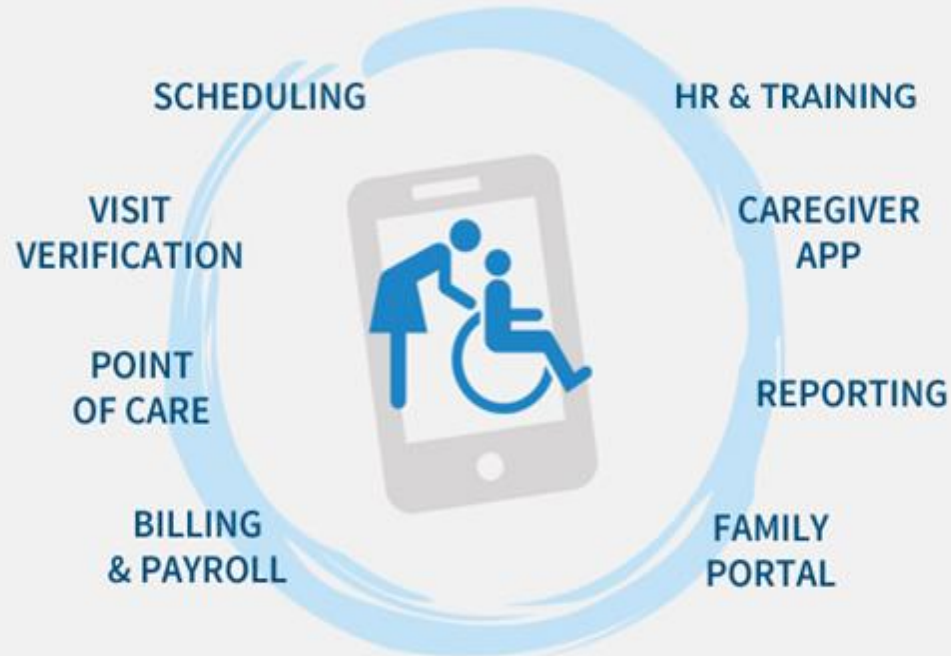
[www.caresmartz360.com](http://www.caresmartz360.com)



## Run your home care business end-to-end

A complete software solution to manage your home care business.

Everything you need to reach your goals - in one platform.



PITTSFORD | TORONTO | SINGAPORE



**Trusted by home care businesses everywhere.**



# INTRODUCTIONS

## KEYNOTE SPEAKER



Jeff Bevis



## MODERATOR



Ruby Mehta



# FIRSTLIGHT INSIGHTS



**Stabilize revenue and  
Financial Impact**



**Recruit, Hire and  
Manage caregivers  
remotely**



**Limit Unemployment  
claims**



**Enhance your  
delivery of Care**



**Communicate with  
Clients and their loved  
ones**



**Screen Caregivers  
before their shift**



**Support your  
network operations**



**Use technology to  
remain efficient**



# Stabilize revenue and financial impact

- Call EVERY client and adult child decision-maker EVERY week
- Take PROACTIVE steps to ensure you know WHERE, WHO you can serve in weeks ahead
- Reassure caregivers, clients, families, referral sources



# Recruit, Hire and Manage Caregivers remotely

- Adopt Virtual Recruiting AND Training process with supporting tools
- PROTECT every caregiver, reassure them and acquire PPE
- Establish daily or every other day “Huddle Calls” with your office team (remote)





# Limit Unemployment Claims

- Stay in touch with every employee to give guidance, reassurance
- TRACK all contacts referring to CV-19 reasons employees turn down shifts, childcare issues, afraid of exposure or actual test positive
- Know and understand FFCRA and special unemployment benefit offerings



## Enhance your Delivery of Care

- Ensure caregiver hygiene is trained, refreshed and sanitizer with PPE provided
  - Review all care protocols every week with every caregiver
- ASK: What else can we do to help? How may we assist you even more during this time to keep you safe?



# Communicate with clients and their loved ones

- Ensure adult child and FAMILY are kept informed (especially if remote)
- Share your care protocols with every client and family members
- Cannot OVER-COMMUNICATE



# Screen Caregivers before their shift

- REQUIRE all caregivers complete the screening questions pre-clock in
- Be prepared to have caregivers show symptoms, be exposed or be tested for CV-19
- CONSISTENCY: Do not match any caregiver to ANY shift if threat of EXPOSURE HAS OCCURED



## Support your Network Operations

- Weekday Calls each of last 6 weeks (except Thursdays)
- Created CV-19 Task Force Cross Functional
- Financial/Legislative – PPE – Client Care – Marketing – Recruiting buckets



# Use Technology to Remain Efficient

- Online application and virtual interviewing
- DocuSign and electronic platform for Client Care Agreements
- Leverage Caresmartz features such as caregiver screening questions

# CARESMARTZ RESPONSE



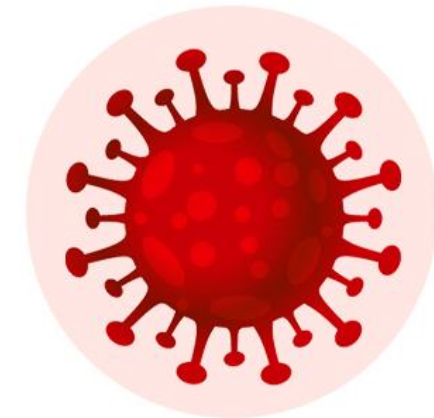
## COVID-19 SHIFT PRE-SCREENING

[Read More](#)



## FREE WHITE LABEL VIDEOS FOR HOME CARE AGENCIES

[Read More](#)



## C VID-19 RESOURCE CENTER

[Read More](#)

# CARESMARTZ INITIATIVES



**LEARN FROM PEERS &  
PARTNERS WITH OUR  
WEBINARS**



**EXTENDED HOURS OF  
SUPPORT**





# **Independent Conversion Program**

**The local home care operators no longer need to operate ALONE!**

# Benefits to the Home Care Independent

- Rewards your EXISTING book of business (revenues) with period of no royalties and reduced royalties
- Leverages ALL FirstLight system tools and support INSTANTLY
- Access regional and national alliance contracts for added referrals INSTANTLY
- Leading edge tools - Technology - Support - Execution
- Local ownership remains, but with national brand recognition

# Emergency Plan:

## What Should Owners Do and Related Speaking Points

- FirstLight Team Member Symptoms
- Client Symptoms

**Best Practice  
Recommendations  
(per CDC)**

[Read More](#)

- Related speaking points
- General protocol speaking points

## COVID-19 RESOURCES



### Client Certification Of Lack Of Exposure

[Read more](#)



### Employee Certification Of Lack Of Exposure

[Read more](#)



### Industry Recommended Operational Protocols

[Read more](#)

## ADDITIONAL RESOURCES



### STATEWIDE EVV

[Read more](#)



### STATEWIDE MEDICAID

[Read more](#)



### 1000+ FAQs

[Read more](#)



# Q&A

# Stay tuned for updates...

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