



# The VetAssist Program

**VetAssist**<sup>®</sup>

Exclusive to the **VETERANS HOME CARE**<sup>®</sup> Family

Smart  
Companion<sup>®</sup>

**VetAssist**<sup>®</sup>  
\*\*\*\*\* COMPANION \*\*\*\*\*

# Our History



2003 - Bonnie Laiderman was the caregiver for her Mom

Discovered how difficult and complex it is to access the VA funds, but knew it could cover the care her Mom needed

Started a company to help veterans and surviving spouses successfully obtain the "Aid & Attendance VA Benefit".

**19 Years – helping over 20,000+ Veterans**





# The VetAssist Program Difference



# How to Identify a Referral for the VetAssist Program



# Enrollment Center – 40,000 Leads per year

**Your patients will be sent to a qualified team of professionals standing by to take their call!**



**VETERANS**

**\$2,050**



**MARRIED VETERANS**

**\$2,431**

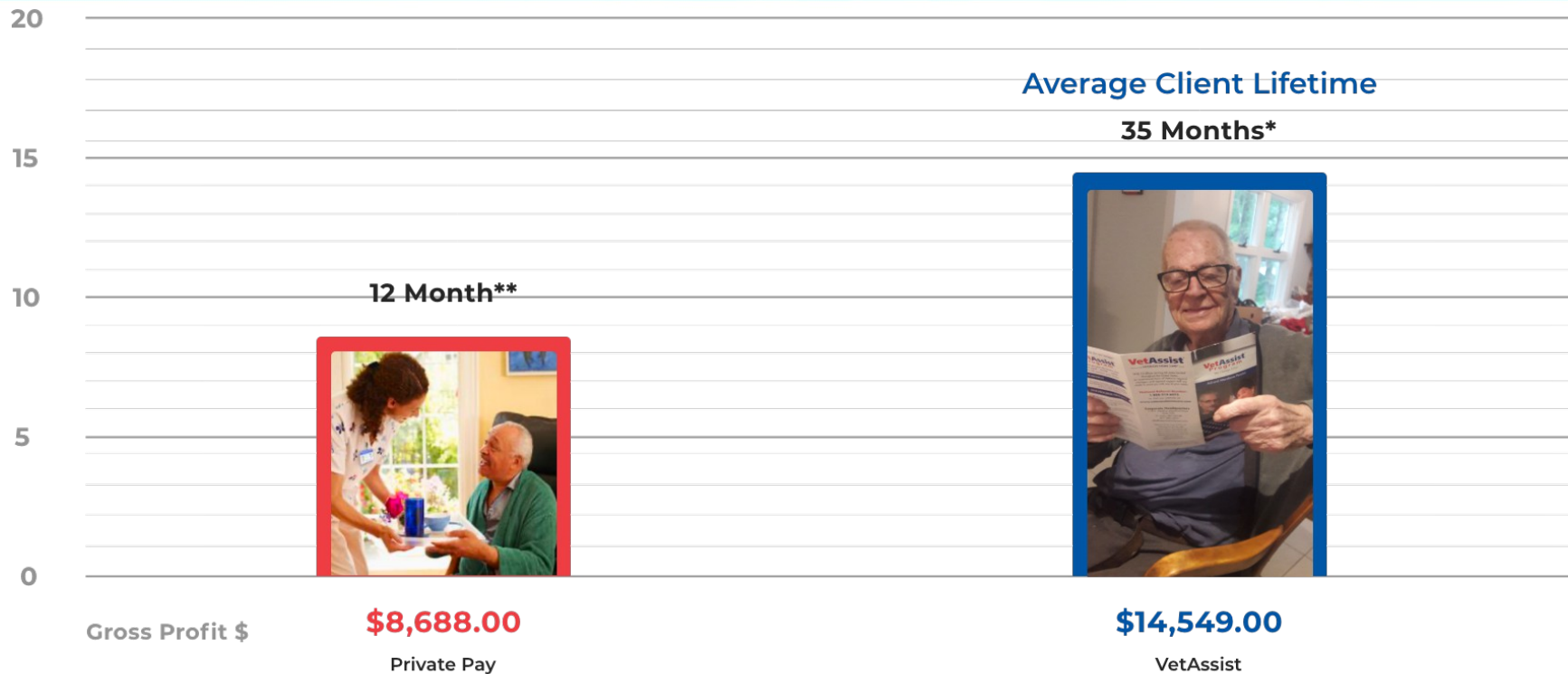


**SURVIVING SPOUSES**

**\$1,318**

# The VetAssist Client Retention

(Nearly 3 years)\*



\*Max CRM Data and \*\*Home Care Pulse Data



# Who Is Eligible



## Ask about the 3 M's



1. Military



2. Medical



3. Monetary

# 3 Easy Steps



## ASK THESE QUESTIONS DURING INTAKE...

### 1. Is the client a veteran of wartime?

- World War II
- Korean War
- Vietnam
- Gulf War

### 2. Was the client married to wartime veteran until the time of the veteran's death?

(Is he/she a surviving spouse?)

### 3. Does the client need home care to remain home safely and with dignity?

***If yes, send the referral to Veterans Home Care***



# Why Partner With Us?



**We are monitoring and ensuring client compliance**

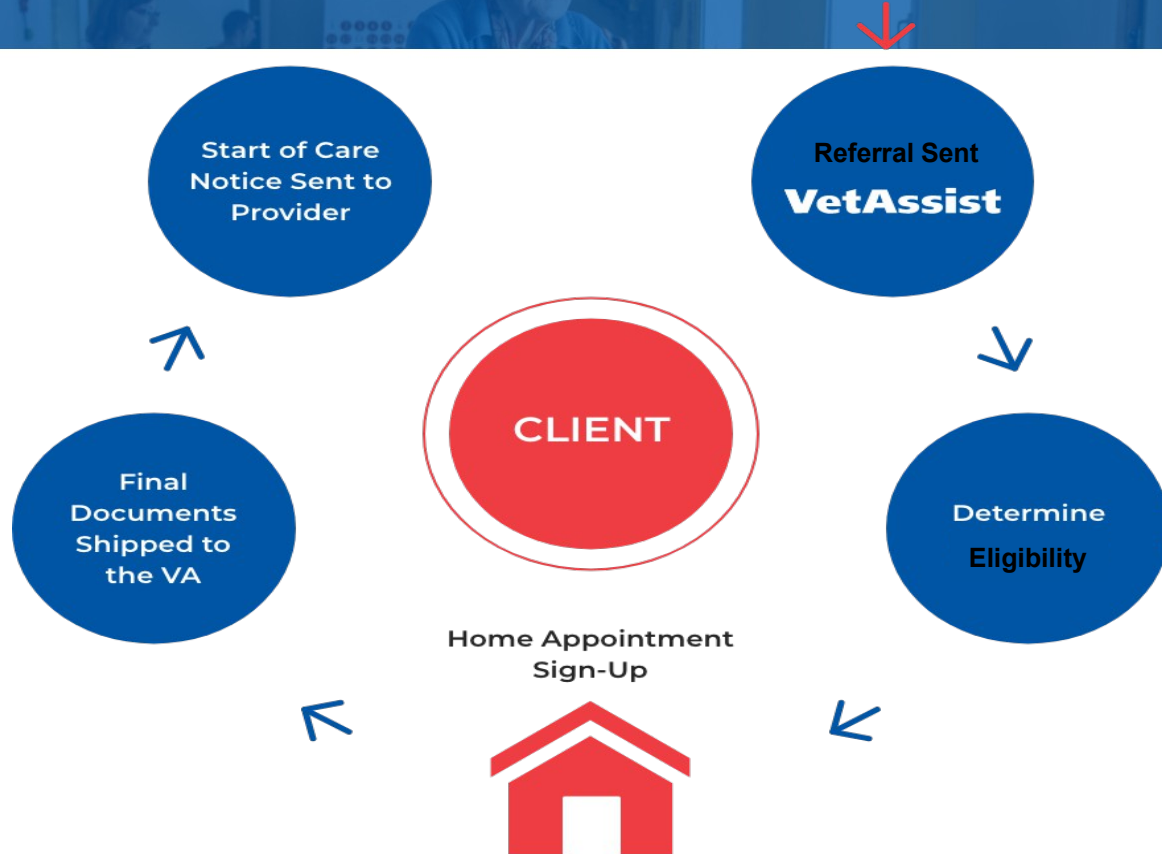
**We assist the families to collect all necessary documents**

**We provide funding for ALL of our clients**

**We have our own VetAssist app for smart phones and tablets – An easy way to submit referrals**

**SmartCompanion– 24/7 emergency response system with Alexa technology, voice-activated video and phone calling**

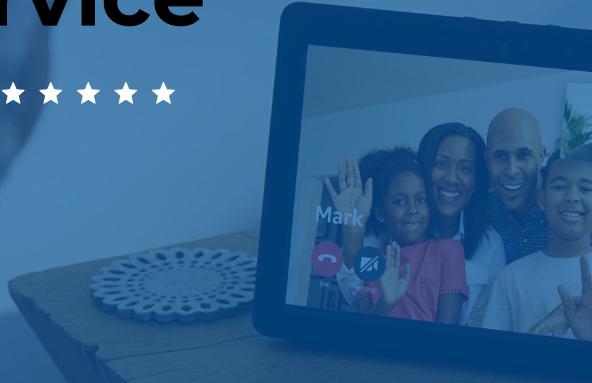
# VetAssist Care Cycle



# Tools



# Companion Service



**VetAssist**<sup>®</sup>  
\*\*\*\*\* COMPANION \*\*\*\*\*



## 3 Solutions

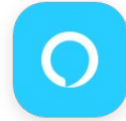
For a Safe & Independent Life



Speaker Phone



Medical Alert



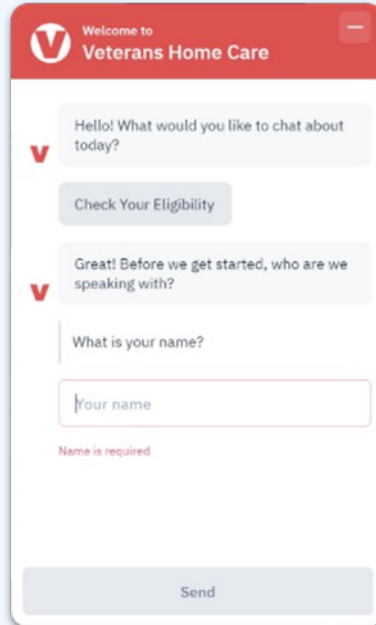
Voice Assistant

- 24/7 Medical alert system
- Set up reminders – medication, check the stove, lock the doors, appointments, birthday, check news, jokes, games
- Reduce isolation and loneliness – increase engagement

# New Technology

## NEW: Chat Bot

- Eligibility Checker
- HIPAA Compliant
- Chat/Text Feature
- Secure links for texting



The screenshot shows a mobile chat interface for Veterans Home Care. At the top, a red header contains a white 'V' logo and the text 'Welcome to Veterans Home Care'. The chat history shows a bot message: 'Hello! What would you like to chat about today?' followed by a user button 'Check Your Eligibility'. The bot responds: 'Great! Before we get started, who are we speaking with?'. Below this is a text input field with the placeholder 'Your name' and a red error message 'Name is required'. A 'Send' button is at the bottom.

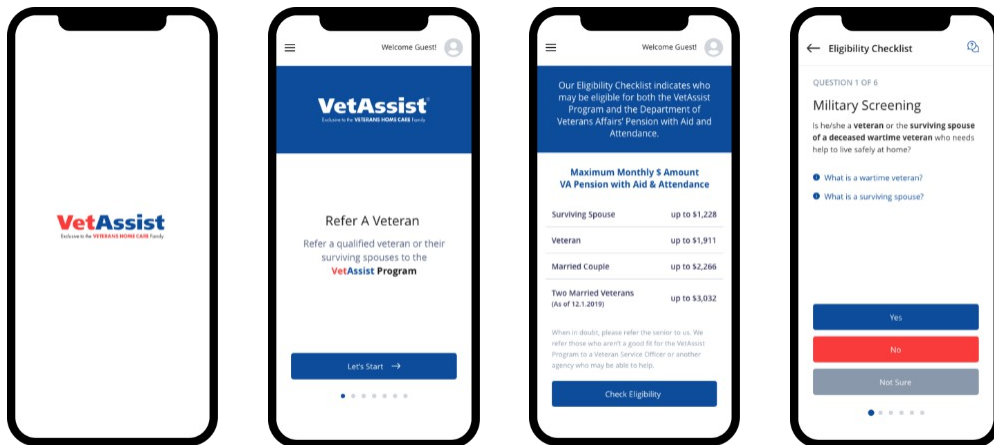
## NEW: Daily Care Calls



# VetAssist App



**Easy to Use Digital Tools  
to Quickly Check Eligibility and Refer  
Veterans in Need!**



**With Multiple Options, Referring Clients is Simple!**

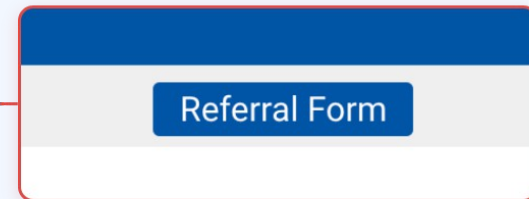
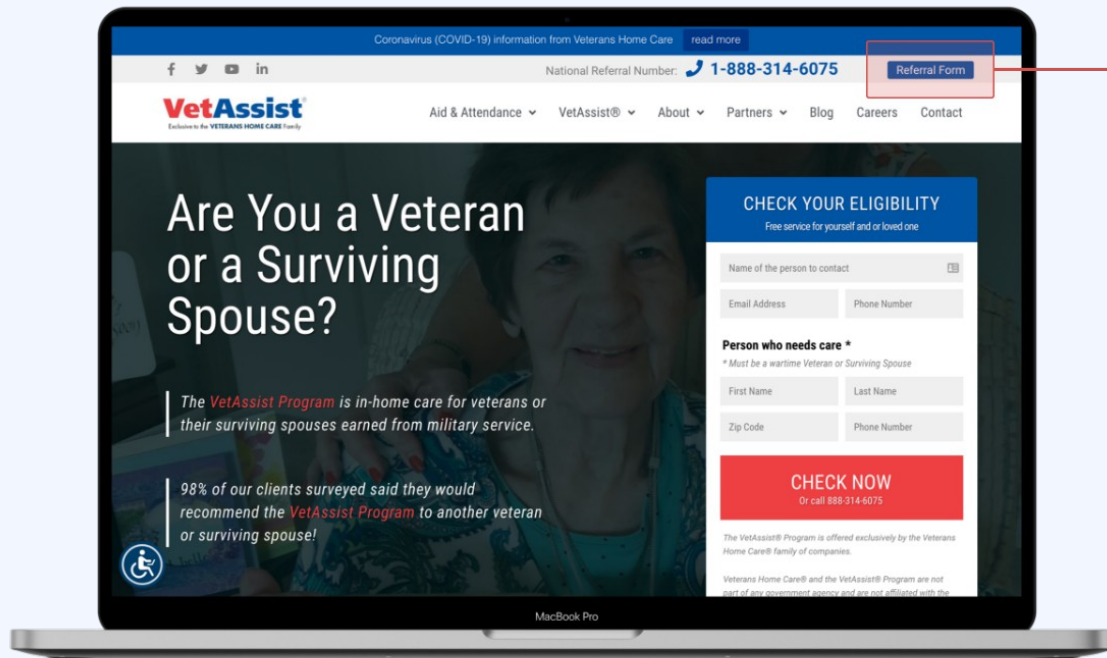


# VetAssist Rack Card

Wartime Dates



# Veterans Home Care Website - Referral Form Tab



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

## Refer a Veteran Family to Us

**Call:** [1-888-314-6075](tel:1-888-314-6075)

**Fax:** 1-888-639-4180

**Email:** [referrals@veteranshomecare.com](mailto:referrals@veteranshomecare.com)

If you have a client who could benefit from our services, please use the form below.

Name of the Person Referring a Client to Veterans Home Care\*

First



Last

Company/Organization (Agency franchises: Please include branch name)\*

Company/Organization

Your Company

Address of the Information Provider (You)\*

Street Address

Address Line 2

City

State

Fill out the  
Form on-  
line

Be sure to  
put  
the branch

# Client Referral Form

**VetAssist**<sup>®</sup>  
**Program**

*We Change Lives*

## REFERRAL FORM

Agency Name

Agency Branch/Location

Referring Person

Referring Person Email/Phone

## New Client Referral Form

Please complete as much as possible and fax or email to Veterans Home Care<sup>®</sup> using the information above.  
Or, you can download our app and/or use your smart phone, tablet or desktop computer to send us your referral online at  
[www.veteranshomecare.com](http://www.veteranshomecare.com)

Agency:  Company Name  Branch/Location:  Date:   
(Required Field)

Referring Person:  Your Name  Phone:

Email:  Your Email

### PROSPECTIVE CLIENT INFORMATION

Applicant Name:  Phone #1:

Address:  Phone #2:

City:  State:  Zip Code:  County:   
(Required Field)

Date of Birth:

Applicant is a VETERAN:  Applicant is the SURVIVING SPOUSE of a Veteran:

WAR PERIOD SERVED:  WWII  KOREAN  VIETNAM  OTHER

If the veteran did not serve during wartime, the applicant will not qualify for the "Aid and Attendance" pension.

If applicant is a SURVIVING SPOUSE: Was applicant divorced from veteran at time of veteran's death?  Yes  No

If the answer to the above question is "Yes" the applicant will not qualify for the "Aid and Attendance" pension.

Is applicant driving?  Yes  No

Needs help with: (Check all that apply)  Bathing  Dressing  Toileting/Continence  Walking  Meal Preparation

Notes:

Currently receiving a VA pension or VA compensation?  Yes  No



— ★ ★ ★ ★ ★

# Enrollment Specialists

## First impression of Veterans Home Care



Our Enrollment Team is standing by to take calls

*You have come to the right place ...*

*We can simplify a complex program ...*

*We thank you for your service to our country ...*



- **Determine eligibility** for the VetAssist Program® using our exclusive Lead Tool
- **If not eligible** – suggest other resources
- **If eligible** – the lead tool will capture the information as a qualified lead
- **You will be contacted with a start of care notice** when client's application is ready to ship to the VA

# What can you Expect?



## WHAT CAN YOU EXPECT?

- Qualified team of client support specialists
- A partner you can trust to deliver
- Client retention that exceeds private pay
- Tools and technology to enhance caregiving



**Questions?**

