



Marketing With AVCC



## OVERVIEW OF PROGRAM

1. The Veterans Administration (VA) has a VA benefit called **Pension with Aid & Attendance** for eligible veterans and surviving spouses. This pension can be used to purchase home care services.
2. American Veterans Care Connection (AVCC) will assist contracted providers to utilize this veteran's benefit to increase their client base.



## AVCC IS RESPONSIBLE FOR:

- Screenings of clients for the program
- Assistance in obtaining all proper documentation for VA application
- Assistance with the VA application process
- Monitoring of application status with the VA
- Coordination of home care hours and sending authorization to your office
- Maintaining monthly and yearly continued eligibility requirements for the lifetime of the benefit for all clients and AVCC receiving benefits and services from your office



## SELLING POINTS OF AVCC

- A tax-free benefit distributed to eligible honorably discharged veterans or their surviving spouses
- A monthly benefit check that is used as reimbursement for the cost of acceptable medical expenses
- AVCC works with home care providers to help veterans and their surviving spouses in their community understand and apply for this Aid and Attendance benefit

# VETERANS IN YOUR COMMUNITY





## LEVERAGE CURRENT CLIENTS

### It Is Very Likely Some Of Your Current Clients Are Veterans!

- Are they receiving the full amount of hours they need?
- Can they even afford more hours?
- Pension with Aid & Attendance can add hours on their current schedule!

### Send An E-blast To Your Email Subscribers!

- Notify them of the new partnership.
- Educate them on Pension with Aid & Attendance, and AVCC's role.
- Does everyone in your office know how to send a referral to AVCC?



## MARKETING TOOLS

- Brochures
- AVCC Logo
- Flyers
- Facebook
- Twitter



## WHERE TO MARKET

- Geriatric Physician's Office
- Senior Housing Complexes
- Hospital Discharges
- Physician Groups
- Pharmacies
- Rehab Centers
- Individual Living Facilities
- Areas on Aging
- Medicaid Offices
- Libraries
- Assisted Living Centers
- Adult Day Care Centers
- Social Workers
- Churches
- Diners
- Friends & Family
- Veterans Non-Profits





## HELPFUL TIPS

- Stand out among competitors!
- Bring along brochures.
- Utilize your website.

## CLIENT NUMBER

(855) 601-4770