

The State Care Planning Council Concept

This white paper summarizes the operating philosophy behind the State Care Planning Council Concept, the support organization behind the system, the marketing advantages it offers and the structure and operation of the system. The following topics are discussed.

Collaborative Networking - Gain from Giving

A Natural Idea That We Make Better

The National Care Planning Council

State Care Planning Councils

About State Council Advisory Boards

A Unique Marketing Advantage for Advisory Board Members

Networking Leads Hold the Advisory Board Together

Veteran Leads Produce Initial Networking Participation

Successful Participation Results in Increased Networking Activity

Understanding Advisory Board Specialties & the Specialty Fee

Contents of the State Care Planning Marketing System Package

Collaborative Networking - Gain from Giving

The operating philosophy behind a state care planning council is to create a tightly-organized networking alliance of care providers and advisers to help the community with eldercare issues.

The Underlying Principle of Networking

With networking, the phrase "what goes around, comes around" becomes a guiding concept. All successful networkers are interested in providing service and have a passion for being involved in the community in their particular area of interest. Their attitude reflects a genuine desire to serve the needs of others and help others with their problems. They know from experience that this attitude will eventually be rewarded with more business and with referrals. It is common for someone with this particular philosophy to not worry about where the business will come from. This person knows from experience that he or she will eventually be rewarded in some indefinable future way. The principle of networking is "gain from giving."

Collaborative Networking Marketing

We expect our state care planning council advisory boards to operate under a philosophy we call "collaborative networking marketing." This is a much stronger form of networking that is much closer to a formal business operation. With collaborative networking, Advisory Board members interact together more as business partners as opposed to the typical loosely structured business networking groups we see in the community.

A Common Purpose

Unlike traditional networking, members of a collaborative networking group have a common purpose and a common goal. This principle allows members to pool their expertise and support each other in pursuit of their common purpose.

The Importance of a Giving Attitude

Like traditional networking, collaborative networking relies on the principle of "gaining from giving." Members may not be rewarded immediately with income in exchange for the time and effort they put into the group. There must be other motivation for being a part of this group aside from immediate monetary rewards. This motivation might be a desire to help others be successful or it may be a passion to use the group to help the community.

Loyalty to the Group

It is critical that if a collaborative networking effort is going to be successful, the members must be loyal to each other. What this means is if the collaborative efforts produce requests for product or assistance from the community, any new business arising from these requests belongs to other members of the group. In this case, no member of the group will refer out services or product to someone outside of the group from business generated through collaborative marketing efforts. In addition, members of the group agree to uncover business opportunities for each other when the collaborative marketing effort produces a request for product or assistance from the community.

Please do not be confused that members of our groups must refer all business opportunities to each other. Our operating concept does not prevent any member of the group from operating exactly the way they had been operating prior to joining. The only requirement is that leads generated through the joint marketing efforts of the group must stay with the group and not be referred to anyone else outside. This is the only requirement for group-generated referrals. Anyone joining one of our groups must understand this obligation when they join.

The Promise of Greater Riches

Monetary rewards for collaborative networking may not appear immediately. All members of the group must buy into the concept that rewards will eventually materialize. Some success will undoubtedly occur in the beginning, but members of the group must accept the concept that the longer the group works together the greater the future success will be. This concept can be compared to the business of farming. It requires patience, effort and hard work to eventually harvest the crops.

Sharing Marketing Funds and Marketing Materials

Collaborative networking marketing allows a networking group to act more like a formal business. Members can pool their funds and their time to market on behalf of the group. This is more cost effective than each member doing business-specific marketing for each member's individual business. This does not mean that members need to give up their current marketing practices for their own businesses in favor of collaborative marketing. Some members may choose to rely entirely on collaborative networking for new business and other members may choose to use collaborative networking marketing as an augmentation to their current marketing activities.

Because the group is sharing resources and acting as a business, collaborative marketing groups need to register in their individual states as business organizations. This is also important, because if the group acts as a business, the improper actions of individual members could create liability problems for other members. Members of the group need to be shielded from liability by an appropriate business organization.

Finding Ways to Create a Group Identity

Some businesses are very successful at creating a shared group identity with their employees. The employees are proud to be a part of the business and willingly participate in achieving the goals of the company. Companies that create this attitude among employees are usually more successful than companies where the employees simply put in their time in return for a paycheck. Collaborative marketing groups should strive for the same goal of creating a group identity with their members. Members should have a strong feeling of belonging to the group and be proud of their participation. Here are some ways that might foster this identity.

- Members contact each other on a regular basis outside of scheduled meetings
- Members schedule social activities to get together informally on a regular basis
- Individual members help other individual members solve problems that may not even be related to the marketing activities of the group
- Members maintain frequent contact with every member of the group through emails that document the services they are providing for people requesting help from the marketing group
- Members work together on marketing projects and marketing pieces for the group
- Scheduled meetings are devoted to having members share their biographies, experience and expertise
- Scheduled meetings are devoted to training other members how to understand the services or products of all members and how to uncover opportunities to apply these services or products

Formal Strategies to Create a Group Identity

One obvious way to create a group with a common purpose and goal is for the collaborative marketing organization to form a business. Members are, however, not employees but part-time partners. As part of this business activity, members would be required to contribute a certain amount of money each month to be used for marketing and promoting the group. Literature would be cooperatively produced for all members of the group using group funds. Combined marketing activities would also be planned. A well-designed and attractive website is absolutely necessary to identify the group and create a presence in the community. We provide that service.

It is also helpful to have a slogan or phrase that identifies the group and makes it unique. Sometimes these are called "memory hooks." Here are some ideas that we came up with for slogans for an Advisory Board: "for eldercare, we're always there" "clear solutions for difficult problems" "a one-stop shop for help" "the ones who care for silver hair" Please come up with your own slogan. These are only off-the-wall suggestions.

The right slogan or memory hook can be extremely effective. Here are some you will probably recognize immediately and relate to the product, company or service without our telling you. "What's up Doc?" "That's all folks" "always low prices, always" "where's the beef?"

A Natural Idea That We Make Better

Many of the directors we sign up have already started eldercare service networking groups or are already members of such groups. Others are contemplating the concept or are in the process of organizing such groups. This is not a unique idea. It is a natural consequence of the fragmented nature of eldercare services in the community. Unfortunately, most of these other groups -- organized to provide one-stop shop eldercare services -- are in the novice stages of development

and none of the ones that we are aware of have moved to the level of collaborative networking that we advocate and support. We provide the operating philosophy, the structure, the management concepts, the marketing strategies, the websites and the marketing materials to make this concept work to its maximum potential.

Those directors who sign on with us as well as their Advisory Board members recognize the value of our "back-office support" and the turnkey operation that we provide. Our services include:

- detailed instructions for organizing and operating a Board
- marketing strategies and support materials
- highly effective seminar marketing systems -- including presentations and support materials
- well-designed websites that generate leads for members
- procedures for handling lead requests from the public
- ongoing support for business development
- coaching through conference calls or individual consultations
- content for articles and Internet marketing campaigns
- feedback from other successful council groups

The National Care Planning Council

The National Care Planning Council is a nationwide Internet listing service and marketing support company for eldercare experts, advisers and providers that supports and promotes long term care planning. Our statement of purpose:

- To promote a public awareness of the need for long term care planning.
- To provide materials to educate the public on how to plan for long term care.
- To provide training to member eldercare experts who help the public plan for long term care.
- To promote the services and expertise of our members.
- To provide a forum for members to share ideas and marketing strategies.

An important initiative for the National Care Planning Council is to provide additional membership benefits beyond the listing service. These additional benefits include use of our logos and advertisement of membership, discounts on our books and sales systems, enhanced online sales pages, websites and website templates for our members, a special resource website with no commercial content for our members to send their clients to, over 200 ghostwritten articles for members to use for any purpose, closed Internet discussion groups **and most importantly, the opportunity to join a state care planning council.**

Description of the National Council Websites

These are the current websites sponsored and maintained by the National Care Planning Council.

<http://www.longtermcarelink.net> (National Care Planning Council website)

Google page rank of 6; Alexa traffic rank averages around 500,000 essentially meaning this is the 500,000th most popular site in the world.

Online since May 10, 2002. Receives approximately 1,000,000 hits per month and approximately 70,000 visitors per month. Approximately 90% of all visitors are driven to

the site from searches on Internet search engines. These searches are initiated with approximately 3,000 to 4,000 unique search strings a month totaling approximately 35,000 search actions. This is a very large website and contains about 1,500 pages of which over 90% is informational content related to long term care/eldercare issues. Because of the rich content, the site is very popular for Internet searches for long term care or eldercare issues. As an example, it is #3 on Google for a search for "long term care."

It is #1 on Google for a search for "VA nursing home(s)" or "veterans nursing home(s)" or combinations of such searches. Veterans families seem to think "nursing home" when they are looking for veterans benefits for their loved ones. As a result of this search bias from those seeking veterans benefits, one page on our website receives 4,000 to 5,000 visitors a month looking for these benefits. Approximately 40% of these people click through from this landing page to a listing page that contains our veterans consultants. This produces a continual stream of public inquiries for help for our veterans benefits consultants.

<http://www.veteransaidbenefit.org> (Veterans Aid and Attendance Benefit)

Google page rank of 4. Online since July of 2007. Comes up #4 on Google for a search for "aid and attendance" or other combinations of this phrase with other words such as "veterans," "pension" and so forth. This website is, in our opinion, the most comprehensive non-government resource for the veterans aid and attendance pension benefit on the Internet. If not the most comprehensive, it is surely the most accurate as most sites don't get it quite right. This site receives approximately 50,000 hits a month and approximately 4,000 visitors a month. The site primarily is used to sell our veterans benefits books and to drive the public to our listing pages for veterans benefits consultants.

<http://www.careutah.com> (Utah Eldercare Planning Council)

Google page rank of 4 and Alexa traffic rank averaging about 6,000,000. This website has been online since July of 2003 but has undergone a number of design changes and expansion. The site was officially launched as the website of the Utah Eldercare Planning Council about five years ago. The 12 months from May 2007 through May 2008 produced a little over 1,000 lead requests via email or direct phone-in from this website for our Utah Council members.

The website lists practically all of the companies, organizations or individuals in the state who furnish long term care/eldercare services in 22 different categories. Contact information is not provided but visitors to the site are encouraged to either fill out a form to request help or to call an 800 number. Approximately 85% to 90% of all of the lead requests we receive from the state website are generic requests from these 22 different category pages. These requests go to Advisory Board members in their specific service areas. The remaining 10% to 15% of requests for services go directly to all listed council members -- non-advisory board members -- directly from their listings.

Other State Websites

These websites are designed exactly like the careutah.com site, but with content and listings pertinent to each state. About 20 State Council websites are currently up and running, or will be launched soon. Eventually, we will have websites for 48 state care planning councils. As they are

posted and picked up by the search engines, we expect, over time, to see similar traffic and statistics we are getting from the Utah website. For a current list of state care planning council websites go to http://www.longtermcarelink.net/a15state_councils.htm

State Care Planning Councils

The concept of bringing together care providers and advisers as a networking alliance to provide one-stop shopping services to the community is not unique. We see evidence of such groups all over the country. These groups are a natural consequence of the fractured nature of the long term care/eldercare provider community. There are no private single-source referrers for all eldercare services nor is there a national single-source government referral service.

It should be noted, however, that there are hundreds if not thousands of single-source listing services including a major government site sponsored by the Administration on Aging, but these are all passive efforts. There is no national organization we are aware of that actively communicates with people on the phone or through emails and provides advice or makes recommendations for service.

History of the State Care Planning Council Concept

Our idea for organizing a one-stop shop for eldercare using an alliance of care providers and advisers came about as a result of offering community elder care planning presentations. Thomas Day began offering these presentations at local community colleges in 2003. The purpose was to try and find people who would be interested in buying long term care insurance. He soon realized he did not have the expertise to talk about caregiving or legal long term care issues and so he invited a care manager and an elder law attorney to help him with the presentations.

The State Care Planning Council concept eventually grew out of this startup group. Other providers were eventually added to the group to help make the presentations. A website was also started about the same time to use the Internet to introduce the group to the public. The website also acts as a way to establish the alliance as a presence in the community and produce group identity. The state website philosophy was very much the same as the philosophy for www.longtermcarelink.net, in that a great deal of informational content was provided to encourage search engines to find the site. In fact, all of the material on the state website was taken from the national website.

The current state care planning council website for Utah has become the centerpiece of the care planning council concept for the state. Much of what the Utah Council does revolves around the structure of the website and the services offered.

Objectives of a State Care Planning Council

These are the objectives of a state care planning council.

- Educate the public on long term care issues and provide long term care resources on the website and through community presentations and educational booklets
- Promote the state care planning council statewide and create branding for the name
- Promote the services of state care planning council members

- Provide sales leads for all state care planning council members from the website
- Provide a central referral service under one roof for all long term care services in the state

Membership in the National Care Planning Council Is Required

In order for someone to join a State Council, that person must also be a member of the National Care Planning Council. Membership cost for the NCPC is very reasonable and carries with it a number of valuable benefits, in addition to the benefits provided by being a member of a state care planning council. Here is a list of these benefits.

- web presence through listings and personalized web pages
- marketing tools
- brochures and booklets
- care planning books with member discounts
- a non-competitive website resource for your clients
- seminar market systems and many other marketing tools are available to members.
- prestige of membership and additional support from the council

Benefits of Listing on Your State Care Planning Council Website

The state care planning council website becomes known in the community as a source of “One-Stop Shopping” for Eldercare services. It is a source for information and local services. You become part of this community resource for eldercare products and services.

You have a professional website listing and enhanced sales page on your state council website describing your services with your contact information and including a request form that goes directly to your email.

You also receive all the benefits and marketing tools from your national membership to use to enhance your business in your state area of service.

About State Council Advisory Boards

State care planning councils are divided into one or more geographic service areas within the state depending upon the senior population of the state. Each area is served by all basic level members of the council in one or more service specialties. Each service area is also managed by a State Council Advisory Board composed of members selectively chosen to act in an advisory and marketing capacity. The Advisory Board members typically represent only one service specialty per member. Each Advisory Board member is an expert in his or her area and there is generally no need for any other Board members offering the same service.

The Council Advisory Board has a Director and about 8 to 11 members who represent 8 or more of the 16 service categories. (Some individuals may represent more than one category.) Some Advisory Boards may choose to include all 16 service categories. There are also a number of additional services under each category which could allow Board members to represent 20 or more non-overlapping, eldercare services.

The National Care Planning Council assigns a service area to a pre-selected Director and his or her Advisory Board. The Advisory Board continues to exercise control over that area as long as

the NCPC and the Board members meet the provisions of the Advisory Board and Director membership agreements.

Advisory Board members can expect -- as a result of their participation -- to acquire new business clients or customers. This expansion of their business results from providing service to email inquiries from the State Council website and from phone inquiries to the Advisory Board member's phone number or to the individual phone number of a Board member. These inquiries, in turn, are driven by the following Council marketing activities:

1. State Council website-generated requests for assistance
2. National Council website-generated requests for assistance
3. Promotion of the veterans aid and attendance benefit
4. The veterans marketing package -- Internet-generated leads
5. Seminar marketing, using 12 different presentations about council and individual services represented by the Advisory Board
6. Monthly articles on member websites used for email campaigns
7. Submission of articles with contact information from over 200 Council-provided ghostwritten articles to magazines, newsletters, newspapers and seniors' publications
8. Search engine optimization of the Council website resulting in direct public inquiries
9. Brochures that drive inquiries to the websites or to a phone number
10. Community services booklets with contact information inside
11. Local promotions based on State and National Council member services
12. Council name branding in the community (one-stop shopping for all services)
13. Advertising, participation in vendor fairs and other media and networking marketing activities
14. Email marketing campaigns
15. Community networking activities with other organizations
16. Board member networking activities through centers of influence in the community

A Unique Marketing Advantage for Advisory Board Members

Opening Doors That Would Normally Be Closed

The state care planning council marketing concept opens doors for members of the care planning team where those doors would normally be closed for that person marketing his or her company individually. The Director and his or her Advisory Board operate under the umbrella of the state care planning council to expand their services to the community. This team planning approach will produce additional business for members of the Board that could not have been produced any other way.

Members of the community are looking for help with eldercare needs, but they are often reluctant to contact any one care provider or advisor for help, not knowing whether this person can point them in the right direction. Individuals in the community are also suspicious of working with any one particular company because they are fearful of being sold services or products they may not need. An individual or company that is a part of a local Advisory Board, advertises itself as providing a one-stop shopping solution. The Board member is more likely to be contacted by individuals in the community because those individuals will recognize that the Advisory Board has a variety of resources available to help. This unique advantage for attracting the attention of family caregivers or community referrers allows members of an Advisory Board

to open doors for community service that they could not open through their individual business marketing strategies.

Producing Referrals That Normally Would Not Be There

The team approach to solving elder care problems also works well for producing referrals from organizations that would not normally refer to individual care providers or advisers. For example, a hospital discharge worker is more likely to refer a patient's family to a state care planning council as opposed to referring to an individual providing a specific service. One reason for this is that the State Council is perceived as a community resource that can act as a matchmaking service for the patient whereas a referral to an individual company may result in inappropriate or unnecessary services.

There are also liability issues for an organization to refer out to a specific eldercare services individual or company and then have something go awry with the services offered. The referring organization might be considered liable for offering the referral in the first place. On the other hand, referring out to a State Council reduces the liability burden because a referral was not made to a specific individual or company. The referral is received by the State Council. The State Council holds itself out as a public service team and assumes the liability for providing ethical and reliable services from its team members.

Providing Opportunities for Presentations That Normally Would Be Unavailable

An Advisory Board member or a Director who offers himself or herself as a member of a team that can provide a comprehensive solution also has an advantage in getting in front of groups to make community presentations. As an example, a home care provider representing his or her company is unlikely to get an appointment to make a presentation about his or her business to employees for brownbag luncheon meetings, for church groups, for retirement communities, for condo associations, for service groups and for association meetings. The members of these organizations know all about home care and how it works.

On the other hand, these same community organizations would be vitally interested to know about the services of a state care planning council or about some of the specialties, such as the veterans' benefit, that they have never heard about. The veterans benefits consultant, who is a part of the care planning team, could make a presentation on behalf of the Council and generate requests for services for all Advisory Board members as a result. This is the distinct marketing advantage of the team care planning council concept.

Networking Leads Hold the Advisory Board Together

For most people who join an Advisory Board, the team networking opportunities seem to be the most attractive. Unfortunately, our experience has been that networking does not occur naturally between Board members or other members of the council. A lot of effort and time has to go into making it work. Successful networking leads to successful board operation. However, despite the need for networking, referrals among members are not the primary source of sales leads for the Advisory Board. The majority of leads are produced through collaborative marketing efforts by board members who are willing to work together as a marketing alliance.

The biggest networking challenge we have found is getting the financial and legal types to work together with the care provider types. The monthly meetings with the Advisory Board are crucial to getting these two camps to talk to each other and to understand each other's businesses. There

must be effort put into creating a dialogue between the members so that they trust each other and will feel confident in using and recommending the services of all Board members.

Once trust has been established and members of the Advisory Board feel confident in using other members of the group, the collaborative networking dimension of Board membership becomes the glue that holds the Board together. The leads produced by the collaborative effort of all members of the group keep everyone coming back each month for more. If it appears that a Board member is not making an effort to establish this rapport and trust, then that member should be invited to leave and should be replaced with someone who is willing to put in an effort to make the networking strategy work.

Some of our Advisory Boards blend a formal business organization with the collaborative marketing model. In other words, some directors use existing employees to provide some of the services on the Advisory Board and provide the balance of services through the alliance of collaborating Board members. Other directors choose not to involve employees of their businesses.

Veteran Leads Produce Initial Networking Participation

Producing leads from the veterans aid and attendance benefit for certain key members of the group is crucial in getting the Advisory Board off the ground and keeping members excited about continued participation. Without some basic level of leads to start out with, there may not be enough leads initially from the website and from collaborative marketing activities to satisfy some members of the group. While it is true, that many Board members will patiently wait until business starts materializing, after a number of months without any substantial number of leads, most people lose interest in participating.

Promotion of the veterans aid and attendance benefit in the community is the engine that keeps members interested and generates enough leads every month to make certain core members of the group happy. Here is a list of the core members of an advisory board who benefit the most from business derived through promoting the aid and attendance pension benefit.

- financial planner or insurance agent
- elder law attorney or Medicaid or estate planning attorney
- reverse mortgage specialist
- non-medical home care provider
- placement specialist
- downsizing, relocation and/or real estate specialists

In starting out and recruiting members for an advisory board, these should be the first members who are invited to join. All of these specialists provide complementary services that help elders with their long-term care needs. Because of this synergy and the new business it brings in, members of this core group are more than willing to work together to promote the aid and attendance benefit in the community.

Successful Participation Results in Increased Networking Activity

Leads derived from veterans will continually, month-to-month produce a certain sustaining level of business for the core Advisory Board members listed above. However, veterans benefits are only one niche in the eldercare market. The purpose of an Advisory Board is to help the entire community with its eldercare needs -- not just veterans. By spreading the net wider and offering more services, an advisory board can expand its membership to include other specialties that might not derive much new business from promoting veterans benefits.

An expanded board membership results in more feet on the ground promoting the services of the advisory group. This in turn opens more doors for more business opportunities from Advisory Group members. And for those members of the group who rely on veterans leads to sustain their business, expanded Board membership will produce more of these leads.

Understanding Advisory Board Specialties & the Specialty Fee

Members of the Council Advisory Board represent various eldercare provider and advisory specialty categories. We furnish below a list of the 16 categories we use to recognize Advisory Board members for purposes of billing the specialty fee and for meeting the requirements of the Director's marketing agreement. This does not mean that an Advisory Board has a maximum potential of only 16 different member services. This is because each specialty category may be represented by more than one Board member. For example, a care manager under category #1 may only provide services for care assessments and management advice. Another entity under category #1 might be another Board member who offers dispute resolution or mediation. Each of these members under this same category will pay the additional \$20.00 per month Board member fee to the National Care Planning Council.

As another example, an Advisory Board may need more than one non-medical home care provider to provide adequate service to the Advisory Board service area. Each of the Board members under this same category, offering the same services, will pay the additional \$20.00 per month Board member fee to the National Care Planning Council.

Advisory Board members pay a minimum monthly amount of \$35.00 per month. This amount is a result of the \$15.00 a month basic membership fee (national and state care planning council membership fee) plus the additional \$20.00 per month to be a member of an advisory board. An Advisory Board member representing more than one specialty will pay an additional \$20.00 a month for each additional specialty. As an example, suppose a Board member represents three different specialties. The total monthly fee would be \$15.00 for the basic membership plus \$60.00 for the three specialties -- a total of \$75.00.

Board members may also incur monthly charges in addition to the basic fees discussed above. The basic membership fee for the National Council and the State Council includes membership benefits as well as one listing under one state on each Council website -- the national website and the State Council website. Additional listings on either site or on both sites cost additional nominal monthly fees. These additional listings are added onto the basic membership fee. This means that some Board members, who have elected additional listings or to be listed under additional states, will incur additional monthly charges beyond those outlined in the paragraph above.

As long as a Director has eight or more specialties on his or her Board -- excluding those specialties represented by the Director -- the Director pays only the basic membership fee of \$15.00 a month. No other amount will be charged for services related to the Council Marketing System. The Director is also entitled to as many listings under as many categories or states as the Director wants at no additional charge. A Director who is also listed as a veteran's benefits consultant on our national website and who has a consultant's website that we maintain, will pay an additional \$11.00 a month to cover our hosting cost (\$6.00) plus a monthly fee (\$5.00) to cover ongoing support for the website as well as updates to the veterans marketing materials. This monthly fee kicks in after the first full year from purchase.

Here is the list of the Advisory Board Specialty categories.

1. Care Management, Guardianship, Conservatorship or Dispute Resolution
2. Non-Medical Home Care Provider
3. Home Health Agency – Medicare-Covered Home Care or Hospice
4. Home Maintenance, Deep Cleaning, Remodeling or Yard Work
5. Veterans Benefits -- Consultant for the Aid and Attendance Pension Benefit
6. Geriatric Health Care Practitioner, Senior Health Clinic or Home Care Doctor
7. Reverse Mortgage Specialist
8. Elder Law Services, Attorney-Based Estate Planning or Medicaid Advice
9. Non-Attorney Estate Planning, Tax Planning, Trust Management or Retirement Planning Services
10. Relocating, Downsizing, Facility Search or Real Estate Services
11. Insurance Products, Retirement Planning, Investments or Financial Advice
12. Medical Equipment or Disability Aids
13. Medical Alert Systems, Health Monitoring Systems or Home Safety
14. Care Facilities such as Assisted Living, Adult Day Services or Nursing Homes (As a general rule we recommend against putting facilities on an Advisory Board, but there may be circumstances where it is appropriate.)
15. Funeral and Burial Preplanning
16. Specialized Eldercare Services such as Bill Paying, Advisory, Placement, Tax Preparation, or Specialized Care Services.

Contents of the State Care Planning Marketing System Package

State Council Startup Package and Support

- State Council Website set-up for Director and for Advisory Board members
- Enhanced member websites for Director and Advisory Board members
- Monthly update of articles/news releases on enhanced member websites
- 20 sample color brochures
- "About the State Care Planning Council" presentation
- 30 booklets -- "Community Elder Care Resources"
- "Community Resources" seminar system-- this includes 10 different slide presentations on 10 different subjects.
- Resource materials on CDs and also hard copy in a resource binder
- "Advisory Board Director's Handbook"
- Startup support and training from the National Care Planning Council

Veterans Consultants Marketing Component

- "Aid and Attendance Handbook for Professionals and Consultants" with software. 782 pages.
- "Medicaid Secrets" Medicaid planning strategies since the Deficit Reduction Act. 247 pages. This book is written by Elder Law Attorney Gabriel Heiser and published by Phyllis Publishing.
- "Veterans Benefits Consultants Instruction Manual"
- A uniquely targeted listing of your services as a veterans benefits consultant that is tied to the most highly visited page on the National Council website
- A uniquely targeted website that creates sales inquiry leads from traffic driven from the National Council website.
- A PDF template for a color brochure to promote veterans benefits consulting.
- A packet of 20 veterans benefits booklets titled "Long Term Care Benefits for Veterans."
- A seminar marketing system for educating groups on long term care benefits for veterans.
- An article and news release packet containing 22 ghostwritten articles on veterans benefits.
- Phone consultations and coaching sessions to train a consultant in using the package
- Study materials and sample questions to become an accredited agent with VA