



# A Family Communication & Management Program

White Paper

The Patient Better Project Inc.

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# Introduction

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## **An Individual and Family Communication and Management Program**

This white paper is regarding an Individual and Family Communication and Management Program (IFCMP) that home care companies use to help families learn how to collaborate, coordinate, and communicate care more efficiently and effectively..



### **THE PATIENT BETTER PROJECT INC.**

**We are a recognized 501(c)(3) > 509(a)(1) nonprofit that is the standard in public health education.**

**We invest in your home care company by educating eligible staff - at no cost.**

**Replicate modern content algorithms like YouTube and Google to help bring forth effective home care outreach program.**

**Our nonprofit serves a greater cause of curing America's health illiteracy epidemic which allowed us to attract funding from other resources and allow us to bring this partnership to home care.**

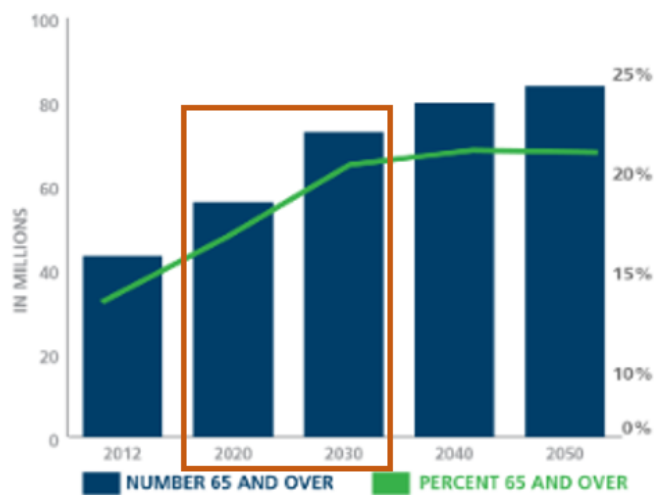
# Trends

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The need for home care is projected to grow at a breathtaking pace from 2021 to 2031. The US bureau of labor statistics predicted that home care will grow by 21%, adding 711,700 jobs each year on average over the decade.

## AGING US POPULATION

Source: US Census Bureau



# Top challenges preventing home care from reaching its full potential.



## Evolving Consumer Mind

The way information is received by consumers has changed. Our program replicates modern content algorithms like YouTube and Google to help home care provide modernized direct to consumer messaging techniques.



## Restructuring of Society

The restructuring of society throughout and after the pandemic has shifted the individual's and families' living priorities. Our program helps home care provide an additional offering to care plans, thus, being able to keep up with evolving consumer need.



## Implementation of Digital Health

The practice of technology-based medicine has isolated many ancillary care services' offering, including home care. Our program helps home care by reestablishing the provider, rehab, and other professional relationships.

# Statistics

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## Outcome

Research shows that participating agencies measured an overall 42% in net revenue increase in private pay clients, referral base, and kept clients on the books, longer.



## Achievement

We provide a clear pathway to achievement in professional and community health communication, transitional care interaction, and staff retention efforts.



## Time

When you start our program, statistics prove that there is a 98% success rate for participating home care companies within the first six to twelve months of signing on.



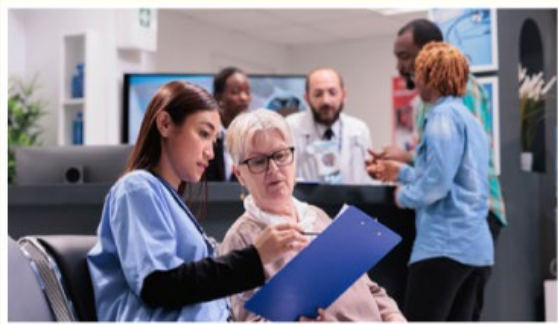
## Effort & Sacrifice

We do the work for you by ensuring that all qualified staff is on the same page. Thus, providing a way to get your company to run itself while supplying a more robust offering.

# Uses

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## WHO IS FCMP FOR?



*Point-of-care clients.*



*Care families in need.*

# The Future

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## The Future of Home Care with Patient Better

Research shows that individuals and families who are educated in point-of-care services have better experiences, enhanced care quality, and are able to stay at home longer. Thus, gearing people up for the future of more quality home care.

### Today

- Supply professionals with better patient access.
- Help families become more knowledgeable participants in care.
- Have a more dynamic transitional care direction.

### Tomorrow

- Easier interoperability adaption.
- Proper telemedicine readiness.
- Better homebound communication capabilities.

# Conclusion



**Make Informed Decisions**

**Is a Family Communication & Management Program right for me?**

- To offer a more robust care plan to help families communicate, coordinate, and collaborate care more efficiently and effectively.
- Provide additional client protection from errors, oversights, and data loss.
- To have a content marketing strategy more powerful than traditional advertising methods.
- As an investment in your company's value.
- A less expensive alternative to hiring additional staff, technology, marketing and/or advertising.
- Play a more significant role in transitional care

**Give your home care company a competitive advantage.**

The Patient Better program is the perfect solution for any size home care company looking for a cost-effective communication tool to meet evolving market demands.

	Patient Better	Other Programs
No set-up fee	✓	✗
Pay as you go	✓	✗
No obligation	✓	✗
Free maintenance	✓	✗

**Attract quality caregivers | Obtain more referrals | Offer more pertinent help to struggling families**