

From: Ramatu Wanda <ramatu.wanda@empathyhandshomecare.com>
Sent: Tuesday, March 15, 2022 9:24 PM
To: Michelle Maisus <mm@ahi-group.com>
Cc: kristy.dunning@ahi-group.com
Subject: VA Marketing

Hi Michelle,

Hope all is well and this email finds you in good spirits. I just wanted to let you know about my experience at our local VA center. I went to the center last week to drop off some food donations but decided to talk to the Squad Leader, Who was having back-to-back meetings. I waited for over 2 hours and at some point wanted to leave but decided to wait it out. While I was waiting a lady walked in with her husband and sat next to me.

I greeted them and decided to have a conversation while we were both waiting for the squad leader. She asked me if I was a veteran and I said no but I am with a program that helps Senior veterans at home. She wanted to know what that meant and explained what we do. She asked for my business card and told me that she is here because her husband has Alzheimer's and would like to see what recommendations the VA has for home care for them. She also gave me her phone number, so I called her the next day and she was so thankful. We set up an In-home assessment for the first week of April due to a planned trip.

When I finally got to see the squad leader Enrique who had promised to send me lots of leads but so far he was not returning my emails or calls 😊 He was so happy to see me and told me that he was sick with covid and was out for over three weeks. He sent an email to a family while I was there and CC me on the email. I immediately called the daughter as soon as I was out of his office. She called me back yesterday and we set up an in-home assessment for tomorrow Wednesday for both of her parents who are both retired Veterans.

He also gave me a name and address to another squad leader in West Hill and told me to reach out and let him know I am working with him. I went there today to see Steven who is the Squad leader but could not get into the building because I needed a code to get in. Since I had sent an email to Steven with no response, I decided to go to the office today hoping to just walk in not knowing that the office is not open to the public. As I was about to leave, I decided to just call the office one more time and sure enough, a gentleman by the name of John answered the phone and asked me if I had an appointment, I said no but Enrique asked me to reach out to his leader. He said, in that case, he will come down and bring me upstairs to me meet his boss who was in a meeting. I said no problem. I waited for him to finish his meeting. After the meeting, he came out and asked me why I wanted to meet with him? I told him I am working with Enrique who gave me his information and asked me to reach out about our VA program. He asked me what does it cost the veteran? and I told him nothing. He then took me to a conference room and asked two other guys who were in the office to join us. I had my VA presentation and went

through it with them. They were so happy that I reached out and thanked us for serving senior veterans.

They asked me if I have business cards and brochures which I did, and also had some flyers of Fall Risk at home and How to care for Senior Veterans. They were so happy that we are educating the community on how to prevent falls at home. John told me that he has an 88-year old veteran who is currently in the hospital and he will be reaching out to the family to call us so we can apply for the benefits and provide care for him, He also said I will be getting emails from him with referrals. They both said they will spread the word about our services with other Va offices so they can reach out when a veteran needs help. They both gave me their business cards and asked me to reach out if I need their help as well.

I just wanted to also thank you so much for all your encouragement and for coaching me. I really appreciate your support. Words can not express my gratitude to you. You've really helped me to come out of my shell and to just go out there and reach out to people and not be worried if I get a no. Now have 5 potential Va clients this month. Thank you so much!! I am also grateful to Mark and Kristy for adding you to the team.

Sorry for the long email but I left that office smiling and thanked God for putting you on my path and just wanted to share with you. Thank you so much.

Blessings,

Wanda Ramatu

Certified Senior Care Manager

C.O.P.E. Certified Health & Wellness Coach

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