

# Marketing To The Veterans Administration

## How Do I Access The VA Pension Benefit Program?

Go to: [www.careplanninginstitute.org/veterans1](http://www.careplanninginstitute.org/veterans1) and enter the **password:** irvine23 Complete the orientation/onboarding and request your rate per hour by sending us the following information:

- 1) Your address
- 2) Your Rate Per Hour for a 4-6 hour shift – private pay.
- 3) Complete the required forms to sign up (contained at the above onboarding orientation link).
- 4) Educate your community about the Pension Benefit and submit referrals via [www.careplanninginstitute.org/contact](http://www.careplanninginstitute.org/contact) website.
- 5) Create a [www.postcardmania.com](http://www.postcardmania.com) campaign – discussed in the orientation/onboarding.

## Marketing the VA Pension Benefit

**Tell everyone you meet that you:** *“....can help 1 in 3 elderly people get up to \$2,200 to pay for an aide to come to their home to help them stay well and healthy at home and help prevent them from falling and ending up in a nursing home.”*

## Long Term Care Insurance Companies

Remember to call up the Long Term Care Insurance companies to get signed up. See the “Marketing to Long Term Care Insurance Companies\_READ ME FIRST” document. Then go through the situation discussed at boot camp training where you ask them if they have ever had any policy holders get turned away because they didn’t qualify for more than 2 ADL’s? Then ask them to send you those who are Veterans and spouses of Veterans as you may be able to help them get up to \$2,200 per month to pay for an aide to come to their home. This will make their policy holder a little happier and help them stay healthy and safe and home and help prevent another “incident” which could enable them to qualify for their LTC insurance policy to be activated. You are not saving the LTC Insurance company money!