

# Marketing To The Veterans Administration

**The VA has TWO programs that offer services to Veterans:** The VA Community Care Network and the VA Pension Benefit Program

## 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 Request your rate per hour. Then complete the required forms to sign up. Then educate your community about the Pension Benefit and submit referrals via [www.careplanninginstitute.org](http://www.careplanninginstitute.org) website.

## How Do I Access The VA Healthcare Community Care Network Program?

Look at this map to see what Region you are in:

[https://www.va.gov/COMMUNITYCARE/providers/Community\\_Care\\_Network.asp](https://www.va.gov/COMMUNITYCARE/providers/Community_Care_Network.asp)

If you are in Regions 1-3 then contact Optum (who Manages VA's Home Care Providers in those regions) to get signed up the Provider Enrollment email address is: [VACCNProviderContracting@optum.com](mailto:VACCNProviderContracting@optum.com).

Let them know you "... are a provider of personal care services and would like to get signed up as a provider."

A good two page document to download - which explains the VA Community Care Network Program:

[https://www.optum.com/content/dam/optum3/optum/en/resources/PDFs/VA\\_CCN\\_Fact\\_Sheet\\_FINAL%207-11.pdf](https://www.optum.com/content/dam/optum3/optum/en/resources/PDFs/VA_CCN_Fact_Sheet_FINAL%207-11.pdf)

If you are in Region 4 then you will need to contract via Tri-West who manages Region 4:

<https://ccn.triwest.com/Forms/AddProvider.aspx> Be sure to check the box "Woman owned, or Minority Owned, or Veteran Owned" when you get signed up. This gives you priority on referrals.

## Once Signed Up With Either Organization

You market your business to VA Hospitals/Clinics in your area. The key with the VA is get an "in" with their facility. If you meet a Veteran who is already using the VA Community Care Network Program - (you know it is the Community Care Network Program because the client says something like "I have a VA social worker / I get 12-18 hours per week / the VA takes care of the payment / they assigned me a home care company / the VA has changed my authorization"). You can then ask the client to contact their Social Worker and ask for the name of your agency. You won't get that client, but at least the social workers will have heard a client ask for your company. Try to get the name of the social worker (or email or direct phone number) or research the local VA office and try to find the "Vendor Relations" "Outreach Coordinator." Don't discuss the fact that you can help people get the VA Pension Benefit right away. Many VA Employees are wary of "senior poachers". Let them warm up to you initially by discussing the needs of their patient that you contacted. Ask how he/she is doing with that other home care agency, etc.

## **If You Do Talk About The Pension Benefit Program**

Be sure to tell them that "You use the services of a 3rd party to help your clients get the VA Benefit and the 3rd party does not charge the Veteran or their family a penny to assist them." If you are getting blown off and cannot get any headway with the above - then ask the social worker if they "Ever have patients on the Community Care Program that need more care than they get approved for?" If they say "Yes." Then say, "Ok, I may be able to help them get up to 20 hours of additional care per week via a federal program we are aware of."

Then, use the PowerPoint presentation to discuss the VA Pension Benefit Program with them and be sure to emphasize that neither the Veteran or their family is charged for the services of the 3rd party who can assist them.

## **When The Veteran DOES NOT Have VA Healthcare**

You can assist apply/them with getting that by going to the following link to apply Online. The process takes only a week to get approved! <https://www.va.gov/health-care/how-to-apply/>

## **Directory of all VA Hospitals/Clinics**

[https://www.nacvso.org/directory/directory\\_5.aspx](https://www.nacvso.org/directory/directory_5.aspx). Once you start getting clients you then bill the VA directly and get paid Net 60 days if you are using Change Healthcare (see below). Average client hours are 15 per week. Keep in mind that you can then sign up your clients with the VA A&A Benefit and get them an additional 11-20 hours of care per week.

## **Alternatively – you can go to American Legions and Veterans of Foreign War Offices to let them know about the VA Aid & Attendance Benefit.**

Google "American Legion" or "Veterans of Foreign War" and your city, state, to find their websites. Then go into them and ask to speak to the Commander of the office. If he is not there – then find out when he/she will be there and tell them you will return at that time. Once in front of the Commander you can say this: *"Hi, I'm \_\_\_\_\_ with \_\_\_\_\_ Home Care. We provide non-medical in-home care services to help seniors stay in their homes vs. going to assisted living or a nursing home. We have a specialty fall prevention program that I'd like to your office members know about. Is there a time that I can come and discuss with you?"* If you are able to get traction there – then setup the appointment and return to give them you "Fall Prevention Lunch and Learn Presentation" tailored to the general public. If you are not able to get traction then finish with – *"Also, I want to let you know that we are aware of a very special government program for elderly people that can help provide funds to*

*pay for an aide to help them stay independent in their homes. We can also recommend a 3rd party who can assist with helping Veterans and their spouses apply and get approved for this benefit. There is no charge to the Veteran or their family for this 3rd party's service."* Then schedule time to do the VA Pension Benefit Presentation and use the PowerPoint Presentation. **NOTE: Do not mention "VA Benefits" until you are sat in front of the Commander and doing your VA Benefit Presentation.**

## **Get a Booth**

You can also look on their website and see when they have their next "event conference". You can call them up and ask to have a booth for your "Home Care Agency". It usually costs around \$600 for a booth – which is well worth it as you will be able to get in front of many Veterans and their family members. Most areas usually have a "event conference" every 3-4 months.

## **Keep in Mind**

The true value of this benefit is not just in the people that you will help get the VA Benefit to better their lives. The true value is that this program will allow you to get into people's homes to do in home assessments. If someone doesn't qualify due to high income or assets then they are a perfect candidate to sell your private pay services to them. Also, remember that if they have high income we can still assist them to get the VA Benefit if they need a good amount of care and are spending a good portion of their income on care anyway. We can help them get the VA Pension Benefit to help off-set their cost of care and get them some funds back in their pockets.

## **Most Families Need To Be Educated About This VA Benefit**

Also, remember that VA Hospitals and Clinics are not the only places to find Veterans and their spouses. Veteran's living spouses, and surviving spouses make up 15 million elderly people across the nation today. They are getting discharged from non VA hospitals and skilled nursing facilities every day. Going to these facilities and asking them the same questions as above can set your agency apart from the competition. Doing the same for Long Term Care Insurance companies too. i.e. Do you ever have policy holders that need more care than their long-term care policy will pay for? Ok! I could potentially get them an extra \$2,200 a month to pay for their extra care needs – send me all your Veterans and their spouses and I'll see what I can do!

## **VA Billing Solution**

Get paid in 60 days and track your outstanding payments online. \$99 per month for up to 250 invoices. \$199 initial setup fee. <https://www.changehealthcare.com/contact/sales> Choose "Provider Payments" and "Home Health Agency" on the drop-down menus when you submit your request for enrollment information.

**VA CCN program discussed in detail on weekly coaching calls.** Use this playback phone number: 605-475-3273 with access code: 440-608-085 and the following reference numbers: #247, #235, #233, #232, #231.