

# Home Care Agency Contact Information

**ALL FIELDS MUST BE TYPED AND COMPLETED FOR OUR VENDOR TO START ON YOUR MATERIALS!**

**IMPORTANT! – PLEASE READ ALL THE BELOW CAREFULLY:** We will use this document to create and print your brochures and business cards so please ensure the all the information is accurate and there are no spelling errors. **If you send us this document and then decide to make a change to a phone number or whatever then you will be charged \$50 for that change – as our IT Vendor will charge us a “Change Fee” after starting on your work – so PLEASE ensure your information is complete and accurate then you won’t need to get charged extra. In addition, any changes you make AFTER sending in this document will have to be documented on this form and resent in. The vendor ONLY accepts information on THIS FORM.** **NOTE:** Look at the two brochures below and mark any edits you want to text on them and then scan them and send in with this completed document. You can change up to 15 words for FREE. Additional words cost \$50 for unlimited additional word changes. No design changes can be made to the brochures. If you don't like these brochures then the good news is that we are not a franchise and you can create your own. We have a vendor who can design one from scratch for around \$250.

**NOTE:** Florida and New Jersey are examples of two states that require your home care agency license number to be on your marketing materials. So, do not proceed with getting your marketing materials created unless you already have your license. If you are in a non-licensed state then you don't need to worry about this. Most licensed states do not require this. However, state licensing rules periodically change and we may not yet know about a change. Therefore, if you are in a licensed state we recommend you wait on completing your marketing materials until after you get your home care agency license. It only takes four weeks to get all your marketing materials completed. **OR,** call your state home care agency licensing office and verify whether or not they require your license number to be on your brochures and business cards - before moving forwards.

Once sent to print there is no turning back and you would be responsible for paying for any additional printing. Also, after we receive this document with ALL the below information completed it takes 3-4 weeks to get all your materials. In addition, we cannot guarantee your website will work properly if you choose to use a web hosting provider other than [www.godaddy.com](http://www.godaddy.com). If you do want to use another web hosting provider you will need to open an account for one month with [godaddy.com](http://godaddy.com) and allow us to put up your website. Your web person can then alter the website while it is live to make it work on your other web hosting provider systems and then you can transfer the files to the new provider and cancel your account. Total cost will be \$5 for the month of “Economy hosting” with godaddy.com. We recommend using the “Linux” servers. **Lastly, if you want to use your own logo you must send us the file in .ai (adobe illustrator) or .eps format. Ensure you use the same color scheme as our logo so your new logo will match the materials:** Blue: C=85 M=50 Y=0 K=0 Yellow: C=0 M=35 Y=85 K=0.

**Which of our logo options do you want to use?** (See bottom of the page). **NOTE:** If you want to design your own logo you can use the below listed company (if you wish) to create your logo for around \$50. Make sure you use the color scheme listed above so it matches the rest of your marketing materials and website - or you can pay \$50 to our vendor to change your materials colors to match your logo. Request this in your email and our team will send you the Credit Card form to make payment. **Which of the four logos below will you use? (If none, put “None” and get your own created and attach that with the email that you send this completed document):**

\_\_\_\_\_  
**Your Agency Name** (Get approval from our team for this first): \_\_\_\_\_

\_\_\_\_\_  
**Agency Street Address** (Street Address you want on your brochures, business cards, website etc. – go to [www.regus.com](http://www.regus.com) to find a business center near you. You don't have to sign up with Regus (or similar company) right now – but you can use their address so we can create your materials and then you can activate your contract with them when you are ready to launch): \_\_\_\_\_

**Agency Main Reception Phone** (phone # you want on your brochures and website). We recommend using [www.nextiva.com](http://www.nextiva.com) (see below contact info for Ryan Tierney). You get an app on your phone with a phone line. You can forward that app phone to our back office call center to pick up whenever you are busy:

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**Agency Fax** (can use [nextiva.com](http://nextiva.com)): \_\_\_\_\_

Contact Ryan Tierney at (602) 888-8648) or [ryan.tierney@nextiva.com](mailto:ryan.tierney@nextiva.com). Package comes with a phone, fax, voice response system for \$30 a month. Let them know you are with AHI Group, Inc.

**Agency Website Address** (you will decide the address i.e. [www.myhomecare.com](http://www.myhomecare.com) and we will post your website to your web address. Note – go to [www.godaddy.com](http://www.godaddy.com) to verify the availability of your desired website address/domain name): \_\_\_\_\_

**Website Hosting And Email:** You need to purchase website hosting so that our vendor can upload your website to show live on the Internet [www.godaddy.com](http://www.godaddy.com) hosting costs approximately \$6 a month for the **“EconomyLinuxHosting Account.”** Create an account at [www.godaddy.com](http://www.godaddy.com) and then purchase the hosting plan. You will create your CPANEL UserID and Password when you purchase your hosting plan. This information needs to be entered below. You will also need to purchase a minimum of three **Office 360 email accounts** (at extra cost) that end with your domain name so you look professional i.e. [bob@bobshomecare.com](mailto:bob@bobshomecare.com). You will also need to create an email with “info” for new clients. You will also need to create an email with “work” for potential employees i.e. [info@bobshomecare.com](mailto:info@bobshomecare.com) and [work@bobshomecare.com](mailto:work@bobshomecare.com). You will input your personal email address below where it asks for that i.e. [bob@bobshomecare.com](mailto:bob@bobshomecare.com). Don't use a Gmail email address - not professional. **NOTE:** Only Office360 email accounts can work with your website - ensure to purchase **ONLY Godaddy.com Office360 email accounts**.

**Agency Office360 Contact Email - For Brochure/Website** i.e. [info@yourdomainname.com](mailto:info@yourdomainname.com):

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**Website Hosting CPANEL UserID:** \_\_\_\_\_

**Note:** Do not confuse this with your [www.godaddy.com](http://www.godaddy.com) website login which consists of all numbers like this: 2281045). If we do not get the correct CPANEL UserID and Password from you the first time then we will email you all the website files and you will need to work with Godaddy to FTP (put) those up to your hosting account - OR you can pay our IT vendor to help you fix the issue. 99% of the time the problem is the CPANEL UserID and Password are being sent to us incorrectly. **They send it with an upperlower case wrong, or add a space in the middle, etc.** So, it is very important that you give us the correct CPANEL UserID and Password – with any uppercase or lowercase, etc.

**Website Hosting CPANEL Password:** \_\_\_\_\_

**Website Security:** In order for you website to show up as “secure” on commonly used web browsers you have to purchase what is named an “SSL Certificate” from [Godaddy.com](http://Godaddy.com). Their web hosting team will know what this is. They usually cost around \$75 a year. If you don't purchase this your site not show up as “secure” and people will think it's a fraudulent site. So, you HAVE to **“Purchase an SSL Certificate”** when you purchase your hosting from Godaddy.com. Tell them in these exact words so they know what you need.

Ten OR Less Cities Your Agency Will Service (will be listed on your website). i.e. "Serving all of Orange County, California. Huntington Beach, Laguna Beach, Newport Beach, Seal Beach,....." NOTE: You need to list the cities as this helps your page ranking on sites such as Google): \_\_\_\_\_

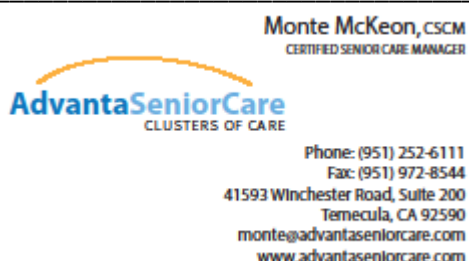
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**Business Card Phone Number** (number you want on your business cards – we recommend your cell phone as this is the line people know they will call to connect with you directly – not your front office line): \_\_\_\_\_

**Business Card Email Address:** (the email address you want on your business card) - we recommend your first name or first name dot last name. We give you one 1,000 printed business cards for one person. We can also create a second business card with your partner's name on it and send you the electronic file with instructions on how to have them printed via [www.vistaprint.com](http://www.vistaprint.com)): \_\_\_\_\_

Sample Business Card:



**Business Card Personal Information:** If you have a healthcare credential like and RN, MD, PT, etc. then it's a good idea to have that added to your business card as well. Input your name and credentials as you want them to appear on your business card. NOTE: We add CSCM to your name and put "Certified Senior Care Manager" under your name on the card.

Name on Your Business Card: \_\_\_\_\_

Any healthcare credentials you want next to your name i.e. RN, MD, PT, OT: \_\_\_\_\_

Name on Your Partner's Business Card: \_\_\_\_\_

Your Partners Healthcare Credentials i.e. RN, MD, PT, OT **AND** Phone Number: \_\_\_\_\_

Email address for your business partner: \_\_\_\_\_

## YOUR LOGO

StartupHomeCare will create your logo and web-site. Your logo can look like one of the following four logos – but have your name in it – if you choose us to create your logo (no extra fee for us to create your logo). The same with the website.

1)

2)



3)



4)



If you decide to use your own logo you will need to match the colors of the website. The following are the blue and orange colors of the website:

Blue: C=85 M=50 Y=0 K=0

Yellow: C=0 M=35 Y=85 K=0

**If you design your own logo**, you will need to use these colors or your logo will not match the website colors we are providing. Also, you will need to provide the logo in a .jpg format that is compatible for website use i.e. usually around 25K to 100K in size. You will also need to provide the logo in a “High Resolution” format .jpg compatible for print (so we can use it on your brochure and business cards). ‘High Res’ .jpg logo’s are usually around 300K to 500K in size and have a minimum of 300 dpi (dots per inch). Lastly, you will also need to provide the logo in an Adobe Illustrator file format (.ai) so we can use it to create your 8 foot banner ad.

**A good company who designs logos:** (Around \$50 and located in the UK [www.logoinn.com](http://www.logoinn.com)) They designed this logo:



**VA Materials:** If you want our web designer to create a VA Brochure for you in electronic format then you will need to pay an additional \$50 for them to do that. This also includes an electronic version of an 8 foot VA Banner. Both of these can be printed for your use. Details on how to print are located in the “Marketing Materials Q&A” document that we will also send to you (and has also been included in the initial files you received in a zip file named “Pre-Boot Camp Course Tasks.” **If you would like our vendor to create your VA brochure and Banner ad then complete the below Credit Card billing information so we can bill your card for \$50.** Card Holder Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Card Type (Ammex, Visa, etc.): \_\_\_\_\_ Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Card Expiration Date: \_\_\_\_\_

Address For The Card: \_\_\_\_\_

Three Digit CVS Number (On back of card for Visa/Discover/Mastercard): \_\_\_\_\_

Four Digit CVS Number (On front of card for Ammex): \_\_\_\_\_

**Other Information.** List any other important information you want us to know about your marketing materials: \_\_\_\_\_

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**NOTE:** As part of your agreement with AHI Group, Inc you get 1,000 printed brochures, and 1,000 business cards for 1 person. All the other materials like your 8 foot banner, presentation folder, etc. are going to be sent to you in print ready electronic format. You will then have the option to pay to have these printed. You can see how to print these (with their costs) in the “Marketing Matierals Q&A” document we also sent you. See below for table of contents for this document:

# Marketing Materials Q&A

- 1) How do I get my website, business cards, brochures, 7' banner ad, and presentation folder created by your organization?
- 2) How long does it take for my marketing materials to get created once I have submitted the "Your Agency Contact Information" document to the email:  
[support@ahi-group.com](mailto:support@ahi-group.com)?
- 3) Can I have two business cards created – one for me and one for my partner?
- 4) Can I make changes to the standard three logo's that you offer in the "Your Agency Contact Information" document?
- 5) Can I make changes to the brochure verbiage and/or pictures?
- 6) Can I make changes to the website?
- 7) Can I add a title to my business card? i.e. RN, etc.?
- 8) What do I need to send you if I want to create my own logo?
- 9) How do I set up email and a website hosting provider to host my website?
- 10) Who do I contact with questions about my marketing materials?
- 11) How do I get the "Sales Arrows" created for my agency?
- 12) How do I re-order more printed business cards or brochures?
- 13) How do I print the presentation folder?
- 14) How do I print the 7' banner ad?
- 15) What if I give you the wrong "Website Hosting FTP UserID and Password?"
- 16) Can I have something printed on the back of my business cards?
- 17) What phone number should we have on our brochures and business cards? Can we have more than one phone number listed on them?
- 18) What if I want to make changes to my materials a year or so from now?
- 19) What if I want changes to the basic design of my website?



There are many options to consider when someone you love needs help. Together we will create the solution that's just right for you.



**AHIGroup®**

Together We Can.

7545 Irvine Center Drive, Suite 200  
Irvine, CA 92618



Do you have a family member  
in need of care?

**AHIGroup®**

Together We Can.

**There's No Place Like Home.** Too often senior family members are obligated to move out of their homes because of their frailty or other medical conditions that would make it unsafe for them to live at home alone. AHI Group gives seniors the option to live independently in the comfort of their own homes by providing them assistance with activities of daily living.

**Three essential questions to ask** to ensure the company you choose has a strong set of core values:

**\*Communication - Will I be able to easily communicate with the Personal Care Attendant and have continued access to my Care Manager?** This is the core of AHI Group's approach. We believe that you should never feel there is a lack of control or communication with your Personal Care Attendant. For this reason, you are assigned a Care Manager who is always available.

**\*Integrity - Has a sense of trust been established?** At AHI Group, we believe this is the key to a comfortable relationship and the well-being of the client. That's why we carefully screen all our Personal Care Attendants and provide a written contract.

**\*Performance - Am I confident I will get the professional care promised and that there will be accountability and follow up?** Home Care is dynamic; a family's needs can change daily. You chose home care to allow your loved one to remain independent and retain their quality of life, not to endure more paperwork and problem solving. We make a simple promise: we will be there for your family. If you're not satisfied, we will work with you until you are.



AHI Group is dedicated to helping seniors continue to experience the richness of life.

#### **We Provide Professional Assistance With:**

- ✓ **Bathing, Dressing, Personal Hygiene**
- ✓ **Companionship**
- ✓ **Incontinence Care, Toileting**
- ✓ **Bed/Wheel Chair Transfers**
- ✓ **Range Of Motion**
- ✓ **Light House Keeping and Laundry**
- ✓ **Pet Care**
- ✓ **Medication Reminders**
- ✓ **Transportation, Running Errands**
- ✓ **Meal Preparation**
- ✓ **Daily Activities**
- ✓ **Assisted Living Placement**
- ✓ **Financing Long Term Care**

**Our Personal Care Attendants** are carefully hand-picked. Background and reference checks are performed. Prior work experience and skills are validated. In addition, each Personal Care Attendant is an employee of AHI Group and is covered by professional liability, bonding, and workers' compensation insurance. All of this allows our clients to enjoy safe and quality care they can trust. Contact us today to get help now.

# **AHIGroup®**

**Together We Can.**

**AHI Group, Inc**

Toll Free: (877) 201-4008

Fax: (949) 606-0412

Email: [info@ahi-group.com](mailto:info@ahi-group.com)

Website: [www.ahi-group.com](http://www.ahi-group.com)

7545 Irvine Center Drive, Suite 200

Irvine, CA 92618



You could qualify for up to \$2,100 per month that can be used to pay for personal care services. Call us today to get started!

**CarePlanning<sup>®</sup>**  
Institute  
Together We Can.  
7545 Irvine Center Drive, Suite 200  
Irvine, CA 92618



### Did You or Your Spouse Serve Your Country?

Learn how to receive up to  
\$2,100 per month from the VA

**CarePlanning<sup>®</sup>**  
Institute  
Together We Can.



## Long Term Care Can Be the Greatest Crisis Seniors Will Face.

Everyone, regardless of current health, should plan for how they will deal with this crisis in their own lives. With the need for care, the elder loses his or her grasp on the three most important lifestyle concerns in old age;

- ✓ Remaining independent
- ✓ Having enough money
- ✓ Maintaining good health

They all disappear with the need for care. And the cost of care can wipe out a lifetime of savings and destroy equity in a home.

**Most veterans are not aware** of the eldercare benefits available through veterans health care. One particular VA program is called Veterans Pension or more commonly known as “Veterans Aid and Attendance Benefit”.

**Veterans Aid and Attendance Benefit** can provide up to \$2,100 per month for veterans and their spouses, and can be used to pay for personal care services.



“Even though one in three seniors might be eligible for aid and attendance sometime in their life, very few people actually know about the VA Benefit.”

## How Do I Qualify For Aid and Attendance?

Pension is for any veteran, age 65 and older who served during a period of war. The Veteran must have an honorable discharge, meet income requirements, and need assistance with daily living on a regular basis to stay independent in their chosen place of residence. A lesser Pension benefit is also available to the single surviving spouse of a veteran who served during a period of war.

**“The VA Pension can provide up to \$2,100 per month which can be used to pay for personal care services. Contact us today to get started!”**

**CarePlanning<sup>®</sup>**  
Institute

Together We Can.

**Care Planning Institute**

Toll Free: (877) 487-8166

Fax: (800) 466-6001

Email: [info@CarePlannningInstitute.org](mailto:info@CarePlannningInstitute.org)

Website: [www.CarePlanningInstitute.org](http://www.CarePlanningInstitute.org)

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