

Point Guide for MOSTSM:

Suggested Monthly Items:

- Direct Mail postcard relating to the monthly theme. (2 points)
OR themed postcard sent as an eBlast (3 points)
OR themed postcard designed in a rack card size (3 points)
- A Web banner (matching the postcard design if relevant) to be placed on the home page of your Web site to extend awareness for the monthly theme and to assist in guiding the user to the helpful resources page, AND resource Web links posted to your Web site to supplement your theme, AND archive box on your Web site with the previous month's resource links (the links will be verified when the archive box is created, but ongoing maintenance of the links will be the client's responsibility) AND choice of up to two of your past month banners linking to their respectively themed archived resource pages. (2-3 points, depending on website design)
- Choice of up to two educational and helpful resource sheets that serve as the branded downloads from the Web site, full of real-world advice and how-to's; these are also suitable for printing and handing out for marketing and sales, or to accompany a PPT of the same theme. (2 points)
- An eNewsletter on topics of general interest to those interested in home care distributed to your email contacts on your behalf. (3 points with or without custom intro. text, 4 points level 1 customization, 5 points level 2 customization)
- Educational PowerPoint presentation on a monthly theme to use as a powerful sales, educational tool, or for CEUs. (2 points)
- A press release on the monthly theme. (1 point)

Other Items From Which to Choose:

RECRUITMENT / RETENTION

- Caregiver recruitment postcard (2 points)
- Caregiver recruitment flyer (2 points)
- Recruitment card – business card style (1 point)
- Inspirational caregiving message postcard (2 points)
- Inspirational caregiving message eblast (3 points)
- Recruitment bonus payroll insert (1 point)
- Recruitment bonus eblast (2 points)
- Caregiver recruitment advertisement (1point)
- Application thank you postcard (2 points)
- Keep in touch postcard (2 points)
- Keep us in mind postcard (2 points)

ADVERTISING

- Company information card, business card size (1 point)
- Basic agency print advertisement (1 point)
- Agency print advertisement based on themed postcard (2 points)
- Gift certificate: choices for general public, for referral incentives, and for promotions (1 point)
- Door hanger ads (2 points)

TRAINING / EDUCATION

- Caregiver training PowerPoint for Alzheimer's care (choose one from a three-part series, 2 points)
- Caregiver training PowerPoint for stroke care (2 points)
- Caregiver training PowerPoint for cancer care (2 points)
- Caregiver training PowerPoint for heart patients (2 points)
- Caregiver training PowerPoint on reducing employee stress (2 points)
- Speakers' bureau/community education flyer listing of all your past chosen PowerPoints with descriptions, to use as a handout for obtaining speaking engagements (2 points)
- Resource information order form for referral sources (2 points)
- Complete speakers' bureau packet (5 points)
- Home care checklist of questions to ask an agency, with agency answers (2 points)
- Community Presentation Invitation postcard (1 point)
- Continuing Education state application research (2 points)
- Educational reminder magnet designs (1 point)

EDUCATIONAL BROCHURES

- General avoid hospital readmissions with home care brochure (3 points)
- Avoid CHF hospital readmissions with home care brochure (3 points)
- Avoid pneumonia hospital readmissions brochure (3 points)
- Avoid heart attack (AMI) hospital readmissions with home care brochure (3 points)
- Alzheimer's brochure (3 points)
- Parkinson's brochure (3 points)
- Fall prevention brochure (3 points)
- Stroke brochure (3 points)
- Nutrition brochure (3 points)
- Best foods to eat after a cancer diagnosis brochure (3 points)
- Combating the side effects of chemotherapy brochure (3 points)
- Overcoming objections to a caregiver brochure (3 points)
- Models & payment options of in-home care brochure (3 points)
- Glucose level warning signs brochure (3 points)
- Recovering after heart surgery brochure (3 points)
- Veteran's housebound benefits brochure (3 points)
- Cancer care at home: partnering with patients and physicians brochure (3 points)
- Funding home care brochure (3 points)

DESIGN

- Going home preparation packet (2 points)
- Branded inspirational bookmarks (1 point)
- Branded note card (1 point)
- Greeting card: choices for birthday, sympathy, and thank-you cards (2 points)
- Themed eNewsletter article (1 point) (and need to select at least a Level 1 newsletter)
- Branded tri-fold brochure print newsletter using eNewsletter content, directing readers to website to review entire newsletter (2 points) Must also choose eNewsletter and have eNewsletter archive on website.
- Educational Sales Flyers (2 points)
- Funeral Home Director referrals focused postcard (2 points)
- Educational Sales Postcard "Why Choose Home Care Over Independent Hire" (2 points)
- Alzheimer's coffee break sales postcard (2 points)
- Client-focused sales postcard (2 points)
- Doctor thank-you postcard (2 points)
- Nurse thank-you postcard (2 points)
- Social worker thank-you postcard (2 points)
- "Care across generations" sales postcard (2 points)
- Sandwich generation - HR departments' postcard (2 points)
- Services and accepted insurance providers postcard (2 points)
- Save Your Health: Pneumonia Tip Sheet (2 points)
- Save Your Health: COPD Tip Sheet (2 points)
- Save Your Health: Heart Health Tip Sheet (2 points)

SEO/Website Maintenance

- SEO website refresher (5 points)
- SEO reporting services (5 points for initial reporting, 3 points for any months thereafter)
- Directory listing services in Google Places (3 points)
- Directory listing services in Google Places, Yelp and Yahoo Local (5 points)
- Customer satisfaction survey (3 points)
- Educational Primer on Private Duty Home Care PowerPoint video for website (4 points)
- Educational Warning Signs That Help at Home is Needed PowerPoint video for website (4 points)
- Educational Communicating with Someone with Alzheimer's PowerPoint video for website (4 points)
- Website Maintenance One-Time Basic Package (3 points)
- Website Link Check (2-6 points)

SOCIAL MEDIA

- Pinterest page setup (4 points) Includes setup of 5 boards with 5 pins each and link on client site
- Google+ page setup (4 points) Includes link on client site
- Facebook fan page setup (4 points) Includes custom intro page and link on client site
- LinkedIn enhancement (4 points)

- Twitter setup (4 points) Includes link on client site
- Hootsuite account setup for easy social media account cross-management (1 point)
- Facebook Timeline account facelift (3 points) Includes customized cover image
- 5 social media entries based on MOST materials (1 point includes writing plus posting)
- 1 hours' worth of Pinterest pinboard updates (1 point)
- Social media local interests planning session for custom Twitter/Facebook posts (1 point)
- 12 social media entries based on MOST materials and client local interests (must also choose planning session if this is first time selecting this item) (3 points or 4 points for writing plus posting)
- Blog writing services (2 points or 3 points for writing plus posting)
- Adding images to 4 blog posts (2 points)

PUBLIC RELATIONS

- Local media list building or refreshing (2 points)
- Company announcement press release template (1 point)
- Custom written company event press release (3 points)

HOLIDAY ITEMS

- Holiday banner for Web site linking to holiday gift ideas for seniors branded handout (2 points)
- Holiday greeting card (2 points)
- Holiday greeting card as eCard (3 points)
- Holiday Series Consumer Focused Postcard (Series of 3 postcards) (2 points per postcard)
- Valentine's Day eCard (3 points)
- Mother's day cards (2 points)

MEDICARE ITEMS

- Medicare eBlast (2 points)
- Medicare sales sheet (2 points)
- Quick Facts F2F Requirements Flyer or Rackcard (2 points)

HOSPICE ITEMS

- Hospice physician prognosis sheet (2 points)
- Hospice physician sales sheet (2 points)
- Hospice family (consumer) sales sheet (2 points)
- Hospice/Home Health focused eNewsblast (2-3 points)