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Synergy HomeCare Specialty Programs Action Workbook

Introduction This workbook is designed to help attendees implement strategies from Synergy HomeCare’s Specialty Programs presentation. Use the action items and reflection sections to create a personalized plan for leveraging these programs to grow your home care business.

Section 1: Understanding Synergy HomeCare’s Specialty Cancer Care Program

Key Takeaways:

- Synergy HomeCare offers a specialty **Cancer Care** program.
- This program provides specialized services that differentiate your business and increase referrals.

Action Items:

1. Identify how this specialty program aligns best with your local market needs.
2. Research competitors’ offerings to position your services uniquely.
3. Develop a plan to educate your team about these programs.

Case Study – Cancer Care Program in Action: *A 72-year-old cancer patient, recently discharged from the hospital, struggled with daily activities and transportation to chemotherapy appointments. Through Synergy HomeCare’s Cancer Care Program, a caregiver provided daily assistance, meal preparation, and transportation. As a result, the client adhered to treatment schedules, avoided hospital readmission, and regained independence.*



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How Non-Medical Caregiving Assists Individuals Coping with Cancer:

- **Daily Assistance:** Caregivers help with dressing, grooming, and personal hygiene, ensuring clients maintain their dignity and independence.
- **Nutritional Support:** Meal planning and preparation tailored to dietary restrictions support immune function and overall health.
- **Transportation & Mobility:** Providing rides to medical appointments and assistance with mobility reduces physical strain and enhances adherence to treatment plans.
- **Medication Reminders:** Ensuring clients take prescribed medications correctly prevents complications and promotes recovery.
- **Companionship & Emotional Support:** Alleviating loneliness and offering a listening ear helps clients cope with the emotional challenges of cancer.

Reflection:

- How can these specialty programs enhance your current services? _____

- What challenges do you anticipate in implementing them? _____



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Section 2: Building Referral Networks

Key Takeaways:

- Strong referral partnerships with healthcare providers and community organizations drive growth.
- Key referral sources include oncologists, geriatricians, hospitals, and palliative care teams.

Action Items:

1. Create a list of **potential healthcare partners** in your area.
2. Develop an outreach plan to introduce them to your specialty programs.
3. Schedule at least **five meetings** with potential referral partners.
4. Prepare marketing materials tailored for healthcare providers.

Open-Ended Discovery Questions for Referral Partners:

Questions for Oncologists:

- What are the biggest challenges your patients face after a cancer diagnosis?
- How do you see non-medical home care assisting your patients during treatment and recovery?
- What factors do you consider when recommending supportive care services?
- How can we best support your patients' adherence to treatment plans?
- What are your thoughts on integrating non-medical support with medical oncology care?

Questions for Hospital Case Managers:

- What are the biggest barriers to a smooth transition from hospital to home for cancer patients?
- How can home care services help reduce hospital re-admissions for oncology patients?
- What qualities do you look for when partnering with a home care provider?
- How can we improve communication between your team and our caregivers?
- What types of patients would benefit most from additional non-medical support after discharge?



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Questions for Skilled Nursing Facility (SNF) Social Workers:

- What challenges do you encounter when discharging cancer patients to their homes?
- How do you determine if a patient needs ongoing non-medical support?
- What role do you see home care playing in supporting your discharged patients?
- How can we collaborate to ensure continuity of care for your patients?
- What are your preferred ways to stay informed about home care resources?

Questions for Home Health Agencies:

- What gaps in care do you see when working with oncology patients?
- How can non-medical caregivers support your skilled nursing and therapy services?
- What challenges do home health nurses face in ensuring patients adhere to their treatment plans?
- How can we work together to improve patient outcomes?
- What factors influence your decision when referring to a non-medical home care provider?

Questions for Hospice Companies:

- How do you see non-medical home care complementing hospice services?
- What challenges do families face when caring for a loved one in hospice care?
- How can our caregivers support families and patients receiving hospice services?
- What misconceptions do people have about combining hospice and home care?
- How can we collaborate to provide a seamless experience for patients?

Questions for Palliative Care Clinicians:

- What are the biggest non-medical challenges your patients face?
- How can home care support patients with pain management and symptom relief?
- What role do you see caregivers playing in supporting palliative care patients?
- How do you currently educate patients and families on home care options?
- What's the best way for us to work together to enhance patient comfort and quality of life?



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Reflection:

- What partnerships do you already have in place with referral sources that are likely working with cancer patients? _____

Section 3: Effective Marketing Approaches

Key Takeaways:

- Digital marketing, educational workshops, and testimonials are crucial for promoting services.
- Leveraging SEO, social media, and local events enhances visibility.
- Forward-facing business development aka scheduling meetings with referral sources, conducting effective drop in interactions, in-services...

Action Items:

1. Develop a **content plan** highlighting the benefits of specialty programs.
2. Plan an educational event or webinar for referral sources to educate them on Synergy HomeCare’s specialty cancer care program.
3. Plan an **educational workshop** or webinar for potential clients and caregivers.
4. Collect and share **client testimonials** to build trust and credibility.
5. Assess your current website and social media strategy for gaps as in “do you even promote Synergy HomeCare’s specialty cancer care program?”



Email Pitch Templates for Referral Partners

Oncology Clinic / Cancer Center Email

Subject: Enhance Patient Support with Our Home-Based Cancer Care Program

Hi [Partner's Name],

I hope you're doing well! I'm reaching out to share a valuable support option for your oncology patients—our **Cancer Care Program**, designed specifically to help individuals undergoing treatment remain safe, comfortable, and supported in their own homes.

We provide trained caregivers who assist with personal care, appointment transportation, medication reminders, nutrition support, and more. Our goal is to **extend the compassionate care you provide into the home environment**, making the treatment journey less overwhelming for both patients and their families.

I'd love to schedule a quick visit or lunch-and-learn to walk you through the program and how it can benefit your patients. Please let me know the time that works for you.

Looking forward to connecting!

Warm regards,

[Your Full Name]

Home Care Business Developer

[Agency Name]

[Phone] | [Email] | [Website]



Hospital Discharge Planner / Case Manager Email

Subject: Discharge Support for Oncology Patients: Specialized In-Home Cancer Care

Hi [Partner's Name],

I wanted to introduce you to our **Cancer Care Program**, built to support oncology patients transitioning from hospital to home. We know this period can be especially challenging, and our caregivers are trained to assist with:

- Personal care and hygiene post-treatment
- Meal prep and nutrition during recovery
- Medication adherence and symptom monitoring
- Safe transport to follow-up appointments

We work closely with discharge planners and hospital staff to ensure **a seamless handoff and continuity of care**, reducing readmission risks and family stress.

Do you have 15 minutes next week for a quick call or in-person visit? I'd love to show you how we can support your patients.

Thank you for all you do,
[Your Name]
[Agency Name]
[Phone] | [Email] | [Website]



Hospice Providers

Subject: Support Beyond Hospice: SYNERGY’s Cancer Care Program for Patients & Families

Hi [Hospice Contact's First Name],

I hope you're doing well. I wanted to introduce you to **SYNERGY HomeCare’s Cancer Care Program**—a specialized in-home support service designed to complement the compassionate care your hospice team already provides.

We understand that many hospice patients and their families need additional **non-medical support**, especially with personal care, emotional reassurance, and respite for loved ones. Our caregivers are trained specifically to work alongside hospice professionals to promote **comfort, dignity, and family relief** during such a sensitive time.

Key areas of support include:

- Personal care assistance (bathing, dressing, toileting)
- Companionship and emotional support
- Light housekeeping and meal prep
- Respite care so family caregivers can recharge
- Flexible scheduling including 24/7 care options

We recognize the delicate balance of working within hospice care plans and always follow your team’s lead. Our role is to be a **compassionate extension of care** in the home.

I’d love to connect to see how we can support your patients and care team. Would you be open to a quick call or in-service?

Warmly,

[Your Name]

Home Care Business Developer

SYNERGY HomeCare

 [Phone] |  [Email] |  [Website]



Palliative Care Teams

Subject: Partnering with Palliative Teams: In-Home Cancer Support from SYNERGY HomeCare

Hi [Palliative Care Contact's First Name],

I'm reaching out on behalf of **SYNERGY HomeCare** to share a resource that could benefit your patients living with cancer: our **specialized Cancer Care Program**.

We provide compassionate **non-medical caregiving support** to patients navigating active treatment, pain management, or complex care needs—right in the comfort of their homes. Our caregivers are trained to work collaboratively with palliative care teams to help patients maintain independence and quality of life while reducing hospitalization.

Our services include:

- Personal care and mobility assistance
- Medication reminders and comfort-focused care
- Nutritional support and light meal prep
- Transportation to appointments
- Emotional support and companionship
- Respite care for overwhelmed family members

We see ourselves as a **supportive extension of your clinical care**, not a substitute. With flexible, individualized plans, we aim to bring relief to both patients and caregivers during a time that demands compassionate, coordinated attention.

I'd love to schedule a short meeting to see how we can align with your team's efforts.

With appreciation,

[Your Name]

Home Care Business Developer

SYNERGY HomeCare

 [Phone] |  [Email] |  [Website]



Social Media Posts to Promote Cancer Care Program

Post 1: Awareness & Introduction

Caption:

✨ Introducing Our Specialty Cancer Care Program ✨

At SYNERGY HomeCare, we understand that the cancer journey is filled with physical and emotional challenges—not just for patients, but for families too.

Our trained caregivers provide compassionate, in-home support during treatment, recovery, or hospice care. From personal care to emotional support and respite for families—we're here to help every step of the way. 💜

📍 Serving [Local Area]

📞 Call us at [Phone Number] or visit [Website]

#CancerCare #HomeCareSupport #SYNERGYHomeCare #CancerSupport #InHomeCare #FamilyCare

📱 Post 2: Story-Based & Emotional Hook

Caption:

💬 *"When my mom started chemo, we didn't realize how hard the day-to-day would be. SYNERGY HomeCare stepped in and gave us peace of mind we didn't know we needed."* – Client Family Member

Our caregivers are trained to support those undergoing cancer treatment with compassion and care. Whether it's helping with personal care, preparing meals, or simply offering a comforting presence, we're here when you need us most. 🌸


📞 Learn more about our Cancer Care Program: [Website or Phone Number]

#CancerAwareness #SupportAtHome #SYNERGYStrong #HomeCareHeroes #YouAreNotAlone



Post 3: Educational/Value-Based

Caption:

 Did you know?

Cancer treatment side effects like fatigue, nausea, and neuropathy can make everyday tasks feel overwhelming. Our caregivers are specially trained to provide support that makes a real difference in quality of life. 🧡

- ✓ Transportation to appointments
- ✓ Meal prep & nutrition support
- ✓ Medication reminders
- ✓ Emotional and family support

Let SYNERGY HomeCare be part of your cancer care team ❤️

 [Phone Number] |  [Website]


#CancerSupport #HomeCareEducation #PalliativeSupport #SYNERGYHomeCare
#CareThatHeals


Post 4: Clear Call-to-Action

Caption:

Are you or a loved one facing cancer treatment or recovery? 🧡

Let SYNERGY HomeCare help ease the journey with compassionate, in-home cancer care. From daily support to emotional relief, our caregivers are here when you need them most.

 Call us at [Phone Number]

 Learn more at [Website]

Together, we'll walk this path—every step of the way. 💜

#CancerCareAtHome #SYNERGYCares #InHomeSupport #CancerJourney #HopeAndHealing



Compassionate Cancer Care at Home
Specialized Support for Patients During and After Treatment

Ease the Cancer Journey with Expert In-Home Care

Our **Cancer Care Program** is designed specifically to support individuals facing cancer, whether newly diagnosed, in active treatment, or in recovery. We offer **compassionate, customized caregiving services** tailored to each client's needs, providing comfort, safety, and peace of mind at home.




Our Specialized Services Include:

- ✓ Personal care during and after chemotherapy or radiation
- ✓ Medication reminders & symptom monitoring
- ✓ Nutrition and hydration support
- ✓ Transportation to medical appointments
- ✓ Emotional support & companionship
- ✓ Light housekeeping and meal preparation
- ✓ Respite for family caregivers
- ✓ Coordination with oncology teams & palliative care providers

Why Choose Us?

- ◆ Caregivers trained in cancer-specific needs
- ◆ Flexible hourly or 24/7 care options
- ◆ Seamless communication with your medical team
- ◆ Trusted, licensed, and insured professionals

Let us help lighten the load so you can focus on healing.

 [Phone Number] |  [Website URL] |  [Service Area]

 [Email Address] | IG/FB: @[SocialMediaHandle]

Synergy HomeCare – Compassionate Care That Comes to You.



Email Templates to Schedule Meetings with Referral Sources: Synergy HomeCare's Total Well-Being Program

These are written for different types of referral sources and can be personalized

General Referral Source (Clinics, Hospitals, Social Workers)

Subject: Let's Connect: SYNERGY's Total Well-Being Program for Seniors

Hi [First Name],

I hope you're doing well! I'd love to introduce you to **SYNERGY HomeCare's new Total Well-Being Program**, a holistic approach to in-home care that supports seniors' physical, emotional, and social wellness.

It includes:

- Fall prevention and mobility support
- Mental health access via our partnership with BetterHelp
- Companion care and social engagement
- Resources for family caregivers

I'd love to stop by or schedule a quick virtual meeting to show how this program can benefit your patients and care team.

Would next [Day] at [Time] work for you?

Warm regards,

[Your Name]

Home Care Business Developer

SYNERGY HomeCare

 [Your Phone] |  [Your Email] |  [Your Website]



Palliative Care Teams

Subject: Support for Your Patients & Families: SYNERGY's Holistic Care Program

Hi [First Name],

As a trusted home care partner, we understand how complex caring for patients with serious illness can be—physically and emotionally.

Our **Total Well-Being Program** is designed to complement your palliative care model with:



- Personalized support with daily activities
- Emotional wellness and BetterHelp access for clients and families
- Respite for caregivers
- Social connection through companionship and tech-based support

Could we schedule a brief meeting to explore how we can support your work and your patients?

Best,

[Your Name]

SYNERGY HomeCare

 [Phone] |  [Email]



Hospice Teams

Subject: Enhancing Hospice Support with SYNERGY's Total Well-Being Care

Hi [First Name],

SYNERGY HomeCare is proud to offer a new **Total Well-Being Program** that gently supports hospice clients and their families with meaningful, compassionate in-home care.

We provide:

- Assistance with personal care and mobility
- Emotional and grief support through BetterHelp
- Companion visits to ease loneliness
- Family respite so loved ones can rest and recharge

Let's connect for a short call or visit to show how we can help ease the journey for your clients.

With appreciation,

[Your Name]

SYNERGY HomeCare

 [Phone] |  [Email]



Email #1: Introduction to Total Well-Being

Subject: Elevating Senior Care with SYNERGY HomeCare's Total Well-Being Program

Dear [Referral Name],

I hope this message finds you well. I'm reaching out to introduce SYNERGY HomeCare's *Total Well-Being* program, a comprehensive approach to senior care that addresses physical, emotional, and social needs.

Our caregivers provide daily support, fall prevention exercises, mental stimulation, and social engagement—plus, we now offer access to virtual therapy through our partnership with BetterHelp.

I would welcome the opportunity to schedule a brief meeting to explore how this program can support your patients and their families.

Best regards,
[Your Name]
[Your Title]
[Your Contact Info]



Formal Email #2: Follow-Up with Value Focus

Subject: Helping Your Patients Age in Place with Holistic Support

Dear [Referral Name],

I wanted to follow up and share how SYNERGY HomeCare's Total Well-Being program is making a difference for older adults and their families.

This innovative initiative offers:

- Fall prevention and mobility support
- Mindfulness and cognitive stimulation
- Family caregiver relief and emotional support via BetterHelp

May I set up a short time to meet and discuss how this program might align with your goals for patient discharge planning?

Sincerely,
[Your Name]
[Contact Info]



Formal Email #3: Family-Focused Message

Subject: Support for Families Caring for Seniors at Home

Dear [Referral Name],

Family caregivers are under increasing pressure to support loved ones with complex needs. At SYNERGY HomeCare, we've developed the *Total Well-Being* program to serve not only our clients, but their families as well.

Our services include caregiver respite, educational resources co-created with gerontologist Dr. Macie P. Smith, and complimentary mental health access through BetterHelp.

I'd be happy to arrange a meeting to share more about how we can support the families you serve.

Warm regards,
[Your Name]
[Contact Info]

Formal Email #4: Provider Collaboration Invite

Subject: Let's Collaborate to Improve Quality of Life for Seniors

Dear [Referral Name],

SYNERGY HomeCare's Total Well-Being program is rooted in a holistic view of health—supporting seniors physically, emotionally, and socially as they age in place.

I'd like to invite you to connect for a brief meeting to explore how we can collaborate to deliver more well-rounded care and reduce avoidable readmissions and caregiver burnout.

Please let me know a convenient time that works for you.

Kind regards,
[Your Name]
[Contact Info]



Formal Email #5: Data-Driven Introduction

Subject: Addressing the Needs of the Growing 65+ Population

Dear [Referral Name],

With the senior population expected to reach 70 million by 2030 and 80% managing chronic conditions, the need for comprehensive home care is urgent.

SYNERGY HomeCare's Total Well-Being program addresses this through physical care, mental health services via BetterHelp, and social connection strategies.

I'd be grateful for a chance to present how this program can benefit your patients and team. Would you be open to a brief meeting next week?

Sincerely,
[Your Name]
[Contact Info]

CONVERSATIONAL EMAIL TEMPLATES

Email #1: Quick Intro

Subject: A Fresh Take on Home Care for Seniors

Hi [Referral Name],

I'd love to introduce you to SYNERGY HomeCare's new *Total Well-Being* program—it's a game-changer in how we support seniors at home.

It goes beyond traditional care and focuses on keeping people physically strong, emotionally resilient, and socially connected. We even partnered with BetterHelp to offer therapy access to clients, families, and caregivers.

Let me know if you'd be open to a quick chat or coffee—I'd love to share more.

Best,
[Your Name]



Email #2: Let's Team Up

Subject: Let's Help Seniors Thrive at Home

Hey [Referral Name],

I wanted to reach out because I think what we're doing with our *Total Well-Being* program could be a great fit for the families you work with.

We're combining great caregiving with mental wellness tools, mobility support, and even social engagement activities. I'd love to connect and talk about how we can team up to serve more seniors.

Would next week work for a quick meeting?

Thanks!
[Your Name]

#3: Caregiver Support Angle

Subject: Got Family Caregivers Who Need Backup?

Hi [Referral Name],

We know caregiving can take a toll on families. That's why SYNERGY HomeCare's *Total Well-Being* program is focused not just on the client, but on everyone involved—including the family and even our own caregivers.

If you've got folks looking for respite care, mental health support, or just a more compassionate approach to aging in place, I'd love to show you what we can do.

Let me know if we can set up a time to chat!

Take care,
[Your Name]



Email #4: Let's Grab Coffee

Subject: Quick Meet-Up?

Hi [Referral Name],

Hope all's well with you! I've been sharing our new *Total Well-Being* program with some local partners, and I thought of you. It's a unique approach to home care that really supports the whole person (and their family).

Want to grab coffee or a quick Zoom to chat more? I'd love to hear how things are going on your end, too.

Cheers,
[Your Name]

Email #5: Here to Help

Subject: Just Reaching Out—We're Here If You Need Us

Hi [Referral Name],

I know how busy things can get, especially when you're juggling patient needs and family expectations. I wanted to let you know SYNERGY HomeCare's new *Total Well-Being* program is up and running—and it's designed to relieve some of that pressure.

If you ever need a trusted partner to support seniors physically, emotionally, and socially, we're here to help. Happy to connect anytime!

Warmly,
[Your Name]



Social Media Post #1: Program Launch (Introductory)

Caption: Introducing the Total Well-Being Program by SYNERGY HomeCare! We're taking a *whole-person* approach to senior care—supporting physical health, mental wellness, and meaningful social connection. Now with access to virtual therapy through our partnership with BetterHelp. Care that goes beyond the basics—because your loved ones deserve total well-being.

#SeniorCare #HomeCare #TotalWellBeing #BetterHelp #AgingInPlace #CaregiverSupport

Social Media Post #2: Mental Health Focus

Caption: Did you know that up to 25% of older adults experience anxiety or depression? Through our Total Well-Being program, SYNERGY HomeCare now offers access to licensed therapists through BetterHelp—free for the first 30 days! We're here for your loved ones AND their caregivers.

#MentalHealthMatters #SeniorSupport #HomeCareWithHeart #BetterHelp
#SYNERGYHomeCare #EmotionalWellBeing

Social Media Post #3: Physical Activity & Fall Prevention

Caption: One in three seniors struggles with daily activities like cooking, cleaning, and mobility. Our Total Well-Being program includes caregiver-guided exercises to improve strength and balance—reducing the risk of falls and keeping seniors independent longer. Stay strong. Stay safe. Stay home—with SYNERGY.

#FallPrevention #SeniorSafety #TotalWellBeing #HomeCareSolutions #ActiveAging



Social Media Post #4: Social Engagement

Caption: Loneliness can be as dangerous as smoking 15 cigarettes a day.

That's why our caregivers don't just *care*—they *connect*.

With companion visits, wellness calls, and help staying in touch with friends & family, SYNERGY's Total Well-Being program helps seniors feel seen, heard, and loved.

#SeniorLoneliness #StayConnected #CompanionCare #SYNERGYHomeCare #SocialWellBeing
#TotalWellBeing

Social Media Post #5: Family Caregiver Support

Caption: Caregiving is hard—but you don't have to do it alone.

SYNERGY HomeCare's Total Well-Being program includes **respite care**, free therapy access for family caregivers via BetterHelp, and a powerful new guide co-created with a leading gerontologist.

We're here for the whole family.

#CaregiverSupport #FamilyCaregivers #RespiteCare #SYNERGYHomeCare #BetterHelp
#AgingInPlace