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ASSOCIATION

NATIONAL ASSOCIATION FOR
HOME CARE & ASSISTANCE

Private Duty Homecare Association

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Think Outside of the Newspaper: Use Local Television to Recruit and Retain Passionate Caregivers

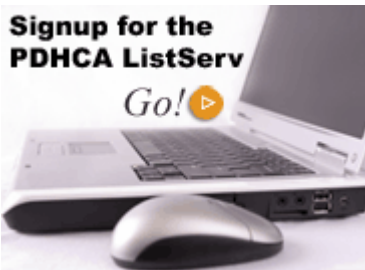
Attendees of the Private Duty Home Care Summit Will Hear One Agency's Experience with Advertising Innovations

Many private duty home care agencies are on a constant search for reliable caregivers, yet may feel their usual newspaper advertisements are not working. During the Private Duty Homecare Association's Annual Summit next month in Scottsdale, Ariz., attendees will have the chance to hear how innovative advertising techniques can make all the difference when searching for new employees. Bob Roth, managing partner with Cypress HomeCare Solutions in Phoenix, Ariz., and Dave Ammons of Connected Media in Scottsdale will speak to their audience about their agency's experience with using television for advertising purposes.

Roth will share the story of how his agency used multi-media to spread Cypress' message throughout the Greater Phoenix area. One he was able to step outside of the box, said Roth, he created several commercial spots that were later molded into the framework of the company's image. "Using multi-media, a private duty home care agency can get so much mileage out of their message, while enhancing an agency's image. The beautiful thing about multi-media is that it tantalizes the senses. Not only did we receive quality applicants from the commercials, but we obtained several clients as well. We created a timeless piece that can be used this year, next year and the year after." Roth said he no longer uses newspaper advertising.

Discussions during this session will focus on identifying elements of a message that will attract a targeted demographic. Faculty will describe qualities that are desirable when selecting a production company and the benefits of engaging a media buyer to deliver your recruitment message. Roth and Ammons will show even smaller private duty home care agencies how they can afford to advertise on television and create a recruitment message that will reach targeted demographics. The speakers will share tips on how to hire a first rate production company to assist in creating the message and how to engage a media buyer to assist in selecting the appropriate medium to deliver the message - all at an affordable price. This workshop will also teach you how to appeal to workers who will be passionate about home care.

Cypress is currently running recruitment advertising on local network and cable television stations. Throughout the past year, Cypress has aired two television advertisements for the



purpose of recruiting employees from the community - not to promote the company itself said Roth. He added that the company has received a great response from people who are applying online, over the telephone and in person. Roth said he knew Cypress had to change its recruiting methods because it was hiring too many employees that were not dependable enough. "The quality of caregivers we're getting today is head over heels better than we've ever gotten before," said Roth of the effect the television ads have had.

Roth said that television advertising is more affordable than most people think. "If agencies look at their recruiting dollars and see how much they spend in the yellow pages or weekly in the classifieds section of the newspaper - those dollars could be put toward television instead and it becomes very affordable," said Roth. "Television advertising is affordable if you know what the target is and you go for it. I compare it to fishing in a barrel instead of fishing in the ocean," said Roth.

When an agency makes the decision to use multi-media for its advertising purposes, Roth offers these words of advice:

- **Be involved in all aspects from beginning to end to make sure the essence of your message is being captured;**
- **Look for production team that "gets it" - the message begins with the script; and**
- **Look for flexibility - the definition of a true partner... all parties having the same goal in mind.**

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