

The New Normal

We asked our Honor Care Network Partners how they're adapting in response to the coronavirus.



Owners: Denise and Eric Kaye

Agency Name:
Connections In Home Care

Location: Phoenix, AZ

What are your biggest concerns as a home care provider now?

Supporting safety for both our clients and our Care Pros. Safety is first. By partnering with Honor, which has been such a blessing during these uncertain times, we feel like we have support. In turn, we're able to better support all of our Care Pros and our clients, and provide them with the proper education.

How are you adapting your marketing and other outreach?

Marketing in person doesn't exist right now. So it's taking relationships we've built and being creative. Using technology to create a human connection is really important. We have a referral source and yesterday was her birthday, so we did a Zoom happy hour. My dogs Coltrane (he's four pounds and a huge jazz fan) and Rocky have joined in on video calls as virtual pet therapy. We have clients who are in

their 90s—their adult children are in their 70s and at risk too. It dawned on us that if those adult children are in a different state, there may be another Honor Partner that could help them if they need care themselves.

Do you see COVID-19 having a lasting impact on how you do business?

We think our industry will be dealing with COVID-19 for the foreseeable future. So we will stay in contact virtually with clients and referral sources to maintain our relationships. We'll also continue to provide virtual pet therapy and a virtual Alzheimer's Support Group—and keep updating our website content with a greater focus on SEO and



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digital marketing. Another opportunity is to market our agency and home care as the better alternative to assisted living when facilities are facing lockdowns and adult children cannot visit or help their parents.

Are you doing any outreach to facilities?

We do have a few clients in facilities. They're still considering home care workers as essential providers, which is great. One family had to get a letter from the doctor saying it was necessary for our Care Pro to go in. We'll see as time goes on whether facilities take a stricter approach or not.

Have your communications changed specifically because of the coronavirus?

Yes. We've posted a COVID-19 page on our website, to show people that we take this extremely seriously. We're sharing the protocols and measures we have in place to address universal precautions and what happens if someone is symptomatic. We want to support the safety of our clients and Care Pros as much as possible and ensure that our protocols are on par with CDC guidelines—and that we're prepared.

Our state is a little delayed versus some of the states with bigger cities like California and New York. Through our partnership with Honor, we're seeing what's coming down the pipeline. It's important for us to be proactive rather than reactive.

How has being an Honor Care Network Partner helped you during this time?

To support the safety of our clients and Care Pros, we're being hyper-vigilant and making sure that any Care Pros who report any flu-

like symptoms aren't seeing clients. So we're having to do more re-staffing than we would normally. If our Care Pros have some reason why they can't be at work, Honor is set up to provide someone else just as wonderful.

We feel very lucky that we decided to join the Honor Care Network, especially now. It's made us realize the power of having this group that helps us provide better care for all of our clients. Honor has rallied behind us, we're supported and getting accurate knowledge and data. They have a whole team of people just working on this—so we can be talking to clients and their families and reassuring them.



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What other resources in your community have been most helpful?

Jewish Family and Children's Services can provide all kinds of assistance to people in need. We're also facilitating a support group through the Jewish Community Center via Zoom for primary caregivers taking care of their loved ones with Alzheimer's. We feel like now more than ever is a time where people need to be collaborating, so we can help each other thrive, get through this, and stay healthy.