

HCAB

Home Care Agency Blueprint

Building Successful Home Care Businesses

# Professional Brochure Templates

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Marketing Materials for Home Care Agencies

Complete Marketing Kit

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# How to Use These Templates

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## Welcome to your Home Care Brochure Templates!

This collection includes five professionally designed marketing materials to help you promote your home care agency, recruit caregivers, build referral relationships, and win contracts.

## What's Included

1. **Tri-Fold General Services Brochure** - For potential clients and families
2. **Caregiver Recruitment Flyer** - To attract quality caregivers
3. **Referral Source One-Pager** - For hospitals, physicians, and discharge planners
4. **Client Family Information Sheet** - To onboard new clients
5. **Capability Statement** - For government and commercial contracts

## Customization Instructions

Throughout these templates, you'll see **[Placeholder Text]** that indicates where to add your own information. Simply replace these placeholders with your agency's specific details.

### Pro Tip

Before customizing, gather all your agency information: official business name, license numbers, contact details, service areas, and any certifications or awards you want to highlight.

## Design Tips and Best Practices

### Brand Consistency

- Use your official logo on all materials
- Stick to 2-3 brand colors throughout
- Use the same fonts across all templates

- Include your tagline consistently

## **Content Guidelines**

- Keep language simple and clear
- Focus on benefits, not just features
- Include a clear call-to-action on every piece
- Proofread carefully - typos hurt credibility

## **Image Selection**

- Use high-resolution images (300 DPI minimum for print)
- Choose diverse, authentic-looking photos
- Avoid overly staged or stock-looking images
- Ensure you have proper licensing for all images

# Template 1: Tri-Fold General Services Brochure

**Purpose:** This brochure serves as your primary marketing piece for potential clients and their families. It provides a comprehensive overview of your agency and services.

## Layout Guide and Specifications

### Printing Specifications

- **Finished Size:** 8.5" x 11" (folds to 3.67" x 8.5")
- **Paper:** 100lb gloss text or 80lb gloss cover
- **Fold Type:** Letter fold (C-fold)
- **Bleed:** 0.125" on all sides

## How Tri-Fold Panels Work

A tri-fold brochure has 6 panels - 3 on the outside and 3 on the inside. Understanding the panel layout is crucial for effective design:

<b>Panel 4: Inside Left</b> First panel seen when opened	<b>Panel 5: Inside Center</b> Main content area	<b>Panel 6: Inside Right</b> Call to action
<b>Panel 3: Back</b> Contact info, map	<b>Panel 1: Cover</b> Eye-catching front	<b>Panel 2: Inside Flap</b> Folds in first

## Outside Panels Content

### Panel 1: Front Cover

[YOUR LOGO HERE]

# Compassionate Care in the Comfort of Home

[Your Agency Name]

[Your Tagline]

Call Today: [Phone Number]

### Panel 2: Inside Flap (Folds In First)

#### About [Agency Name]

[Write 2-3 sentences about your agency's founding, mission, and what makes you special.  
Example: "Founded in 2020, [Agency Name] was born from a simple belief: everyone deserves to age with dignity in the place they call home. Our team of dedicated caregivers brings warmth, professionalism, and genuine compassion to every client we serve."]

## Our Mission

[Your mission statement. Example: "To enhance the quality of life for seniors and individuals with disabilities by providing exceptional, personalized home care services."]

## Licensed and Insured

State License #: [License Number]

Fully bonded and insured for your peace of mind

## Panel 3: Back Panel

### Contact Us Today

Phone: [Phone Number]

Email: [Email Address]

Website: [Website URL]

Address: [Street Address, City, State ZIP]

### Service Area

Proudly serving [List cities/counties you serve]

### Hours of Operation

Office: [Office Hours]

Care Available: 24/7

[SPACE FOR MAP OR QR CODE]

# Inside Panels Content

## Panel 4: Inside Left - Services Overview

### Our Services

We provide comprehensive home care services tailored to meet your unique needs:

#### Personal Care

\2713 Bathing and grooming assistance

---

\2713 Dressing and personal hygiene

---

\2713 Bowel and incontinence care

---

\2713 Mobility assistance

---

\2713 Medication reminders

---

#### Companion Care

\2713 Conversation and companionship

---

\2713 Meal planning and preparation

---

\2713 Light housekeeping

---

\2713 Transportation to appointments

---

\2713 Errands and shopping

---

## Panel 5: Inside Center - Why Choose Us

### Why Families Choose Us



#### Carefully Screened Caregivers

Background checks, references, and skills verification



#### Personalized Care Plans

Customized to your loved one's needs



#### 24/7 Availability

Round-the-clock support when you need it



#### Compassionate Team

We treat your family like our own

" [Add a client testimonial here] "

- [Client Name/Initial]

## Panel 6: Inside Right - Call to Action

### Getting Started is Easy

1

#### Call for Free Consultation

We'll discuss your needs and answer questions

2

**In-Home Assessment**

We visit to create a personalized care plan

3

**Caregiver Matching**

We select the perfect caregiver for your family

4

**Care Begins**

Ongoing support and communication

**Schedule Your Free Consultation**

[Phone Number]

# Template 2: Caregiver Recruitment Flyer

**Purpose:** This flyer helps you attract and recruit quality caregivers. Post it at nursing schools, community centers, job fairs, and online job boards.

## Printing Specifications

- **Size:** 8.5" x 11" (standard letter)
- **Paper:** 80lb gloss text or cardstock
- **Colors:** Full color, double-sided optional

NOW HIRING

## Join Our Caregiving Team!

[Agency Name] is looking for compassionate caregivers

### Why Work With Us?



#### Competitive Pay

[\$XX-\$XX/hour]



#### Flexible Schedules

FT, PT, and PRN available



### **Paid Training**

We invest in your growth



### **Supportive Team**

You're never alone

## **Additional Benefits**

- [Weekly/Bi-weekly] direct deposit
- Referral bonuses - [\$XXX] per hire
- Health insurance options (for full-time)
- Mileage reimbursement
- Recognition and appreciation programs
- Career advancement opportunities

## **Requirements**

- \25A High school diploma or GED
- \25A Valid driver's license and reliable transportation
- \25A Ability to pass background check
- \25A CPR/First Aid certification (or willing to obtain)
- \25A Compassionate and reliable attitude
- \25A [State-specific requirements if any]

**Ready to Make a Difference?**

**Apply Today!**

Call: [Phone Number]

Email: [careers@youragency.com]

Apply Online: [Website/Careers URL]

Walk-ins Welcome: [Office Address]

"Make a real difference in someone's life every day"

## Recruitment Flyer - Design Tips

### Messaging That Works

- **Lead with benefits** - Caregivers want to know "what's in it for me?"
- **Be specific about pay** - Vague pay info turns candidates away
- **Highlight flexibility** - Many caregivers need accommodating schedules
- **Show your culture** - Mention team support and recognition

### Where to Post Your Flyer

- Community colleges and nursing schools
- Church bulletin boards
- Community centers and libraries
- Grocery store bulletin boards
- Laundromats in target neighborhoods
- Indeed, Craigslist, Facebook Jobs
- State workforce development offices

## QR Code Suggestion

Add a QR code linking directly to your online application. This makes it easy for interested candidates to apply immediately from their phone. Free QR code generators are available at [qr-code-generator.com](http://qr-code-generator.com).

# Template 3: Referral Source One-Pager

**Purpose:** This professional one-page document is designed for hospitals, physician offices, discharge planners, and social workers. It provides the essential information they need to refer patients to your agency.

## Printing Specifications

- **Size:** 8.5" x 11" (single page, front only)
- **Paper:** 80lb gloss text or premium matte
- **Design:** Professional, clean, easy to scan

## Referral Source One-Pager Template

[Agency Name]

[Your Tagline]

YOUR LOGO

### Services Provided

\2718 Personal care and hygiene assistance

\2718 Medication reminders

\2718 Meal preparation and nutrition

\2718 Light housekeeping

\2718 Transportation to appointments

### Why Refer to Us?

\2609 Rapid response - care within [24-48] hours

\2609 Thorough caregiver screening and training

\2609 Care coordination with medical team

\2609 Regular progress updates

\2713 Companionship and supervision

\2605 Licensed, bonded, and fully insured

\2713 Respite care for family caregivers

### Payment Options

\2713 Post-hospitalization support

- Private pay
- Long-term care insurance
- [Medicaid waiver programs if applicable]
- [VA benefits if applicable]

### Service Area

[List all cities/counties/ZIP codes you serve]

### Credentials

### Availability

- Hourly care (minimum [X] hours)
- 24-hour / Live-in care
- Weekends and holidays
- Same-day start available

State License #: [Number]  
 [Any accreditations]  
 [Memberships: HCAOA, etc.]

#### Referral Line

[Phone Number]

#### Fax Referrals

[Fax Number]

#### Email

[referrals@agency.com]

Contact: [Your Name], [Title] | [Direct Phone] | [Website]

## How to Make Referrals - Process Section

### Add This Section to Back of One-Pager (Optional)

#### How to Refer a Patient

1

##### Call or Fax

Contact us with patient info

2

##### Assessment

We complete in-home evaluation

3

##### Care Plan

Customized plan created

4

##### Care Starts

Often within 24-48 hours

#### Information Needed for Referral

- Patient name and contact information
- Primary diagnosis/reason for referral
- Discharge date (if applicable)
- Services needed
- Responsible party/family contact
- Insurance/payment information
- Any special instructions
- Preferred start date

#### We Provide Referring Partners

- Confirmation of referral receipt within 2 hours
- Updates on patient status and care progress
- Direct communication with care coordinators
- Educational materials for your patients

### **Referral Marketing Tips**

- Visit hospitals and physician offices in person to introduce yourself
- Bring snacks or lunch for the staff when dropping off materials
- Ask for the discharge planner or case manager by name
- Follow up within a week of your initial visit
- Send thank-you notes after receiving referrals

# Template 4: Client Family Information Sheet

**Purpose:** This document is provided to new clients and their families during onboarding. It sets expectations, explains how care works, and provides important contact information.

## Printing Specifications

- **Size:** 8.5" x 11" (2-4 pages)
- **Paper:** Standard 24lb bond or 60lb text
- **Binding:** Stapled or in a folder with other intake documents

## Client Family Information Sheet - Page 1

[YOUR LOGO]

Welcome to **[Agency Name]**

Your Guide to Home Care Services

### What to Expect

We're honored that you've chosen **[Agency Name]** to care for your loved one. Here's what you can expect from our partnership:

### Your Care Team

- **Care Coordinator:** **[Name]** - Your main point of contact for scheduling, questions, and concerns
- **Assigned Caregiver(s):** We'll introduce you to your caregiver before care begins
- **On-Call Support:** Someone is always available 24/7 for emergencies

### **Before Care Begins**

1. We'll complete an in-home assessment to understand needs
2. You'll receive a personalized care plan for review
3. We'll match you with a caregiver based on needs and personality
4. Your caregiver will be introduced before the first shift

### **During Care**

- Caregivers arrive on time and ready to work
- Care notes are documented each visit
- You'll receive regular updates on your loved one's wellbeing
- Care plans are reviewed and updated as needs change

### **Communication**

We believe in open, honest communication. Please reach out anytime with questions, concerns, or feedback. We're here to serve you.

### Frequently Asked Questions

#### What if I need to change the schedule?

Please call our office at least [24-48] hours in advance for schedule changes when possible. We understand emergencies happen and will do our best to accommodate last-minute requests.

#### What if my caregiver calls in sick?

We have backup caregivers available. You'll be notified as soon as possible if a substitution is needed, and we'll do our best to send someone familiar with your care plan.

#### Can I request a different caregiver?

Absolutely. Your comfort is our priority. If for any reason you'd like to try a different caregiver, please let us know. No explanation needed.

#### What should caregivers NOT do?

Caregivers cannot administer medications (only remind), provide medical care, make medical decisions, lift beyond safe limits, or perform tasks outside the care plan.

#### How do I pay for services?

Invoices are sent [weekly/bi-weekly/monthly]. We accept [payment methods: check, credit card, ACH, etc.]. Payment is due within [X] days of invoice.

#### What if there's an emergency?

Call 911 first for medical emergencies. Then call our office or after-hours line. Caregivers are trained in basic first aid and emergency protocols.

#### How can I provide feedback?

We welcome feedback! Call us, email us, or complete our satisfaction survey. We take all feedback seriously and use it to improve our services.

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## Client Family Information Sheet - Page 3: Important Contacts

### Important Contact Information

Keep this page in a visible location for easy reference

#### **EMERGENCY CONTACTS**

**Medical Emergency:** Call 911

**Poison Control:** 1-800-222-1222

**Our 24/7 Emergency Line:**

#### **Contacts**

**Main Office:**

**After Hours:**

**Your Care Coordinator:**

**Billing Questions:**

**Email:**

**Address:**

### Client's Personal Emergency Contacts

Please fill in these contacts and provide a copy to our office:

**Primary Contact:**

	Name: _____ Relationship: _____ Phone: _____ _____
<b>Secondary Contact:</b>	Name: _____ Relationship: _____ Phone: _____ _____
<b>Physician:</b>	Name: _____ Practice: _____ Phone: _____ _____
<b>Pharmacy:</b>	Name: _____ Address: _____ Phone: _____ _____

**Thank you for trusting us with your care.**

We're committed to providing compassionate, quality service every day.

# Template 5: Capability Statement

**Purpose:** A capability statement is a one-page document used to compete for government contracts, commercial partnerships, and large organizational accounts. It's your agency's professional resume.

## Printing Specifications

- **Size:** 8.5" x 11" (one page, front only - this is critical!)
- **Paper:** 80lb gloss text or premium cardstock
- **Design:** Professional, dense with information, easy to scan

## Why Capability Statements Matter

Government agencies, hospitals, and large companies often require a capability statement before considering you as a vendor. This document shows you're a legitimate, capable business that can deliver on contracts.

## Capability Statement Template

[AGENCY NAME]

[Your Tagline]

[Website] | [Phone] | [Email]

YOURLOGO

### COMPANY OVERVIEW

[2-3 sentences about your company. Example:  
"[Agency Name] is a licensed home care agency providing non-medical personal care and

### COMPANY DATA

**DUNS Number:** [Number]

**CAGE Code:** [Code]

companion services throughout [Region]. Founded in [Year], we serve seniors, individuals with disabilities, and those recovering from illness or surgery."

### CORE SERVICES / NAICS CODES

- 621610** Home Health Care Services
- 624120** Services for Elderly/Disabled
- 624190** Other Individual & Family Services

**Services:** Personal Care, Companion Care, Respite Care, Transportation, Meal Prep, Medication Reminders, Light Housekeeping

### DIFFERENTIATORS

\2605 Differentiator 1: e.g., "24-hour rapid response capability"

\2605 Differentiator 2: e.g., "Bilingual caregivers available"

\2605 Differentiator 3: e.g., "Specialized dementia care training"

\2605 Differentiator 4: e.g., "GPS-enabled caregiver check-in system"

**UEI Number:** [Number]

**State License:** [Number]

**Business Type:** [LLC, Corp, etc.]

**Year Established:** [Year]

**Employees:** [Number]

### CERTIFICATIONS

[List any certifications. Examples:]

- [Small Business Enterprise (SBE)]
- [Minority-Owned Business (MBE)]
- [Woman-Owned Business (WBE)]
- [Veteran-Owned (VOSB/SDVOSB)]
- [HUBZone Certified]

### PAST PERFORMANCE

[List 2-3 contracts or major clients. Example:]

- [Contract with County Aging Services]
- [Partnership with Regional Hospital]

**Contact:**

[Name, Title]

**Phone:**

[Number]

**Email:**

[Email]

**Address:**

[City, State]

# Capability Statement - Key Elements Explained

## DUNS, CAGE, and UEI Numbers

If you plan to pursue government contracts, you'll need these identifiers:

- **UEI (Unique Entity ID):** Required for all federal contracts. Register at SAM.gov
- **DUNS Number:** Being phased out but still referenced. Previously from Dun & Bradstreet
- **CAGE Code:** Commercial and Government Entity code, assigned after SAM registration

## NAICS Codes for Home Care

NAICS (North American Industry Classification System) codes identify your business type. Common codes for home care:

Code	Description	Use When
621610	Home Health Care Services	Primary code for most home care agencies
624120	Services for the Elderly and Persons with Disabilities	When primarily serving these populations
624190	Other Individual and Family Services	General personal care services
561320	Temporary Help Services	If providing staffing to facilities

## Certifications That Help Win Contracts

Government agencies often have set-aside contracts for certified businesses:

- **Small Business (SB):** Most home care agencies qualify
- **Woman-Owned (WOSB):** If 51%+ owned by women
- **Minority-Owned (MBE):** If 51%+ owned by minorities
- **Veteran-Owned (VOSB/SDVOSB):** If 51%+ owned by veterans
- **HUBZone:** Located in historically underutilized business zones
- **8(a):** SBA program for socially disadvantaged businesses

### **Where to Use Your Capability Statement**

- Government bid packages and RFP responses
- Hospital vendor applications
- Insurance company credentialing
- Large employer benefit program applications
- Networking events and trade shows
- Small Business Administration matchmaking events

# Printing Recommendations

Professional printing makes a significant difference in how your materials are perceived. Here's how to get the best results.

## Paper Stock Guide

Material	Recommended Paper	Why
Tri-Fold Brochure	100lb Gloss Text or 80lb Gloss Cover	Folds cleanly, feels substantial
Recruitment Flyer	80lb Gloss Text	Eye-catching, durable for posting
Referral One-Pager	80lb Gloss Text or Premium Matte	Professional feel for medical settings
Client Info Sheet	24lb Bond or 60lb Text	Easy to write on, photocopy-friendly
Capability Statement	80lb Gloss Cover or 100lb Text	Premium feel for contract presentations

## Print Quantity Suggestions

Material	Starting Quantity	Notes
Tri-Fold Brochure	250-500	Your most-used piece; order more
Recruitment Flyer	100-200	Replace frequently as they get taken down
Referral One-Pager	100-250	Leave 5-10 at each referral source
Client Info Sheet	100	One per new client; print as needed
Capability Statement	50-100	Only for contract opportunities

# Recommended Print Services

## Online Printers (Best Value)

- **Vistaprint** - Good for small quantities, frequent sales
- **GotPrint** - Competitive pricing, quality results
- **PrintPlace** - Fast turnaround options
- **Overnight Prints** - Rush orders available
- **4over** - Trade printer, best prices for bulk

## Local Options

- **Staples/Office Depot** - Same-day available
- **FedEx Office** - Good for urgent needs
- **Local Print Shops** - Support local, personal service

### Money-Saving Tips

- Order in bulk - price per piece drops significantly at 250, 500, and 1000 quantities
- Watch for sales - online printers run 40-60% off sales frequently
- Use standard sizes - custom sizes cost more
- Combine orders - print multiple pieces at once to save on shipping
- Allow longer turnaround - rush printing adds 50-100% to cost

# Customization Checklist

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Use this checklist to make sure you've customized all templates with your agency information before printing.

## Information to Gather Before Customizing

### Basic Business Information

- \25\C Official business/DBA name
- \25\T Tagline or slogan
- \25\A Logo (high resolution, 300 DPI minimum)
- \25\B Brand colors (hex codes)
- \25\M Main phone number
- \25\F Fax number (if applicable)
- \25\E Email address(es)
- \25\W Website URL
- \25\P Physical address
- \25\S Service area (cities, counties, ZIP codes)
- \25\O Office hours
- \25\A After-hours contact number

### Licensing and Legal

- \25\S State license number

\25A\ National Provider Identifier (NPI) if applicable

\25A\ Business entity type (LLC, Corp, etc.)

\25A\ Year established

\25A\ Insurance coverage details

\25A\ Bond information

## **For Capability Statement**

\25A\ UEI Number (from SAM.gov)

\25A\ CAGE Code

\25A\ DUNS Number (if still using)

\25A\ NAICS codes

\25A\ Any certifications (SBE, MBE, WBE, VOSB, etc.)

\25A\ Number of employees

\25A\ Past performance/contract history

## **Services and Pricing**

\25A\ List of all services offered

\25A\ Hourly rates or rate ranges

\25A\ Minimum hours required

\25A\ Payment methods accepted

\25A\ Insurance/payment sources accepted

## **For Recruitment Materials**

\25A\ Pay rate or range

- \25A Benefits offered
- \25A Referral bonus amount
- \25A Requirements for caregivers
- \25A Application URL or process
- \25A HR contact information

## Content to Write

- \25A Mission statement (1-2 sentences)
- \25A Company description (2-3 sentences)
- \25A What makes you different (3-5 points)
- \25A Client testimonial (with permission)

## Final Quality Check

Before sending to print, verify:

- \25A All placeholder text has been replaced
- \25A Phone numbers are correct and tested
- \25A Email addresses are correct and monitored
- \25A Website URL works and looks professional
- \25A Logo appears crisp (not pixelated)
- \25A All spelling and grammar is correct
- \25A License numbers are accurate
- \25A Contact names are current employees
- \25A Colors match your brand

\25A Print test copy before bulk order

## **You're Ready to Market Your Agency!**

These templates give you a professional foundation for all your marketing needs. Customize them with your unique story and value proposition, and you'll stand out from the competition.

**Questions?** Visit [homecareagencyblueprint.com](http://homecareagencyblueprint.com) for more resources.