

## Installment #18 -- Accreditation as an Advantage

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Here is the 18th and final installment in a series of weekly ideas and strategies.

I have created an archive of previous installments if you want them. These can be found at <http://www.longtermcarelink.net/a15installments.htm>

In Installment #17, I discussed targeting seminars to various segments of the community using a team approach.

**In this final installment I will discuss using accreditation as a way to stay ahead of your competition. I will also introduce you to our marketing materials and our marketing packages and hope that you can find a use for these.**

In previous installments I have discussed the compliance issues that basically prevent anyone who is not accredited from becoming involved in a claim in any way. This has nothing to do with whether you charge a fee or not. If you are not accredited and you start talking with the client about that client's particular claim you are involved in the claims process and this is not allowed by regulation. It is my personal opinion that if you are working under someone who is accredited and that person or organization is filing the claims, and if the accredited person or organization allows you to help gather information for filing a claim, you are probably all right. In my opinion you are not involved in the claims process if you are passing the responsibility off to someone who is accredited. However, I could be wrong. You do what you think is right.

If you are accredited, and you are out in the community looking for referrals for your services to help veterans, you should carry a copy of your accreditation letter with you. If you have competition with the people you are trying to help, you simply show them the accreditation letter and ask if your competition has a similar letter. In most cases the competition is not operating legally. You can point out to your potential clients that if your competition is not accredited or is not working under someone who is accredited, then your potential client cannot deal with these people because they are not operating legally. A number of our consultants are using this strategy and they have basically chased away any competition.

If you are working under someone who is accredited, you must always point out that the accredited person is the person who is responsible for talking about claims or possibly even filing claims. If the person you are working under will allow you to carry a copy of his or her accreditation letter, you can use the same strategy as outlined above to chase away any competition.

I appreciate the opportunity you have afforded me over the past 18 weeks to come into your place of work and share with you some strategies that I hope will be useful to you. Remember I have an archive of all 18 installments at the link above. In addition, we have some proven training, marketing and promotional materials that are being used by over 320 practitioners across the country. So far, we have gotten positive response for our material and our support. Only three of the people who have ordered our materials have asked for their money back. We complied with their requests. In all three cases it wasn't because of lack of depth, quality of information or support, but it was due to other reasons. Here is a description of our various marketing materials.

- **A 496 PAGE HANDBOOK** -- *Aid and Attendance Handbook for Professionals and Consultants* -- that includes all VA benefits related to long-term care but focuses primarily on the aid and attendance benefit. The handbook comes with a complete description of the claims process for pension, case studies, compliance instructions, accreditation instructions, addresses and contact information, citations and all necessary forms. The handbook also comes with a CD with software for illustrating potential benefits for clients and with PDF versions of all of the necessary forms.
- **A 257 PAGE BOOK** -- *Medicaid Secrets*. This is a summary of the most popular Medicaid planning strategies since the Deficit Reduction Act.
- **THE BASIC MARKETING KIT** for the pension aid and attendance benefit which includes the following:
  - *Aid and Attendance Handbook for Professionals and Consultants*
  - *Medicaid Secrets Book*
  - Brochures promoting the pension benefit -- we expect you to reprint these brochures yourself and customize them for your needs
  - *Long Term Care Benefits for Veterans* -- 20 educational booklets designed to inform the public about long-term care benefits for veterans including the pension benefit. Additional booklets can be ordered or you have our permission to reprint them yourself
  - A seminar marketing system designed to generate new clients
  - A 260 page book -- *Consultants Operations Manual* -- which contains the following: instructions on compliance and becoming accredited, instructions on how to use the seminar marketing system, business strategies, personal care arrangements, instructions on how to dovetail potential applications for Medicaid with the VA pension benefit, Internet marketing strategies, community promotional strategies using media and article placement and long-term care planning strategies.
  - A 3 ring binder with additional marketing and promotional materials and instructions.
  - 1 1/2 hours of one-on-one phone coaching to help you get started or to help you with marketing issues.

- **THE DELUXE MARKETING PACKAGE** which includes the basic marketing kit above plus your own personal website that will generate leads in your area. The deluxe marketing package also includes additional one-on-one phone coaching to help you be successful. We create and host the website for you but you own the domain and have access to the hosting service. Leads from this site do not primarily come from direct searches to your site, but instead we drive qualified traffic to you. Our primary website is a magnet for veterans benefits and we direct all the traffic that comes to our site for aid and attendance pension benefits to our veterans consultants websites. On average, a consultant will receive about 5 to 10 lead requests a month from this service. All are pre-qualified and are seeking aid and attendance but not all may have the assets that will justify your working with them. (Please note that the deluxe package is not available in all areas. We reserve the right to restrict setting up websites that may saturate the market in a given area.)

The costs of our materials are as follows:

- ***Aid and Attendance Handbook for Professionals and Consultants* -- \$178.00 plus shipping**
- ***Medicaid Secrets Book* by Gabriel Heiser -- \$47.00 plus shipping**
- **THE BASIC MARKETING KIT for the aid and attendance benefit - \$695.00**
- **THE DELUXE MARKETING PACKAGE for the aid and attendance benefit -- \$1,395.00**

Prices on our marketing kit and marketing package are going up on September 1. Act now if you want to take advantage of the current prices. We can set up payment plans for the deluxe marketing package. Booklets and brochures can also be purchased separately. Check with us for pricing.

If you are interested in our marketing support, give me a call at 800-989-8137 or send me an email at Tom@careUtah.com.

Tom Day

Director, National Care Planning Council

<http://www.longtermcarelink.net/a13consultant.htm>