

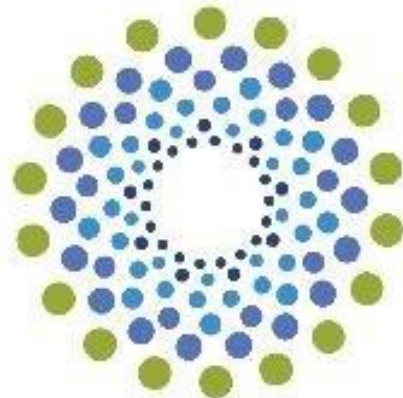
Finding Clients:

How to Market Yourself as a Respite Provider

Monthly Mini



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RCAW

Respite Care Association
of Wisconsin

Introduction

You are on the Respite Registry - what happens next? It can be challenging to find respite work if you are not sure where to look. We know there is a shortage of respite workers, and families are looking for providers. But how do we connect the two?

Today we will discuss how to find clients and market your respite services as an individual respite provider.



There are a few key things to consider when becoming a respite provider.

Independent Provider VS Agency Employee

Are you looking to only to be paid directly from a caregiver (out-of-pocket)?

Would you be willing to be employed through an agency or county?

Are you wanting to start your own business as an independent contractor?



Independent Provider

If you are employed independently (get paid directly from the caregivers or contracted through the funding source), you may be responsible for liability insurance, taxes, and other business costs. You would be responsible for finding individual clients to work with.

Sole Proprietor

If you choose to be contracted through a funding source (CLTS, MCO's, Family Care, IRIS, any Medicaid Waiver funds) independently, you may need to take steps to become a sole proprietor.

- Gather your Business Information
 - Business Name & Contact Information (Address, Email, Phone)
 - TIN (tax id number) or Social Security Number
 - Information about your certifications, professional credentials as related to the service your business provides
- Look into Professional Liability Insurance
 - Companies like Healthcare Providers Service Organization (HPSO) has affordable coverage specifically for respite providers (*Note: HPSO is not endorsed by RCAW)
 - You may also need to increase your auto insurance to meet funding source requirements
- Fill out the appropriate paperwork for the specific funding source

Employed by an Agency

Being hired by an agency, you will be able to have the benefits of working through a company (workers comp, liability insurance, additional education, possibility of benefits, sickness coverage, etc.) and they would be responsible to find clients for you to work with (they have plenty). You would not be able to set your own rate of pay, as that would be determined by the agency you are employed through.

Employed by an Agency

Some families are looking for respite providers, and then you would be employed through an agency or county. The agency/county typically would take care of taxes, liability, worker's comp, etc. You may or may not be connected with other participants. It would depend on the situation.

Demographic

What age group do you want to work with?

Are there any specific disability groups you are interested in providing services to?





Marketing

Depending on the population you will be serving and the funding source, there are a variety of possible ways to market yourself as a respite provider. Here are some general guidelines for getting the word out about your services.

Tools to Market Yourself

- Print Materials
 - Resume
 - Flyer
 - Business Cards
- Social Media Posts

Print Materials - Resume

- Create a professional email
 - Using your email from high school might not be the most professional option (sweetie_pie2010@hotmail.com). Use your name, if possible
- Check for misspelled words and punctuation
- If your resume is more than one page, make sure your name and contact information is on all pages
- Highlight relevant experiences
- Have a friend review it and make suggestions for improvements

References

Ask people ahead of time if they would be willing to be a reference or write you a letter of recommendation. Have updated contact information of anyone you might list as a reference on an application. If it is someone that you worked for in a relevant capacity, that is the best option.

If you do not have any experience with caring for people with disabilities, that's ok. Use references that can talk about your work ethic and your good qualities.

Print Materials - Flyer

- Create a professional email
- Check for misspelled words and punctuation
- Highlight relevant information
- Make sure it is visually appealing
- Have a call to action (Call me today!)

Where to Use Your Tools

- Social Media
- Funding Sources/ Counties
- Disability Organizations
- Schools
- ADRCs
- Job Boards

Social Media

Use Social Media to promote yourself. Sites like Facebook and LinkedIn can be great tools to get the word out that you are trained as a respite provider.

A note of caution on your social media - be aware of what you are posting and how that represents you. Look at your social media page as a caregiver. Look at your posts, pictures, comments, and things you are tagged in. Are they a reflection of who you are in a professional setting?

Would YOU trust you?

Go To The Funding Source

Reach out to the county funding programs or the county ADRCs. The case workers are often looking for individual providers.

Agencies are also looking for staff. These county organizations would also have a list of respite agencies in your area that you could connect with.

Word of Mouth

Talk to people! Often caregivers are on wait lists for respite workers but may not be actively looking themselves.

Let your friends and family know that you are looking for people to work with.

Post your flyer on bulletin boards at your church or community center. Contact local support groups and caregiver coalitions. Reach out to schools and recreation programs.

Job Boards

Look at local job boards, university job boards, or sites like indeed.com

Possible terms to search for:

- Respite
- Caregiver
- Direct Support
- Care worker

You can also post your resume on these job boards looking for positions.

RCAW Respite Registry

The RCAW Respite Care Registry is a portal that connects those needing respite care with respite care providers. You can sign up as a respite provider, and primary caregivers can search the database for in-home or agency-based respite care providers that most closely meets their needs.

In order to be listed on the RCAW Registry, respite providers must have finished the RCPT training.

There is no cost to create a profile on the registry or for caregivers to search the registry.

The Respite Registry was created through a partnership with WI DHS to address the shortage of trained respite workers throughout the state. This registry is a resource for all ages of care recipients, from young children to older adults.





Funding

In order to know where to look for respite positions, you must first understand how respite is funded in your state.

Understanding how the funding works and where it comes from will help you to find a position as a respite provider.

There can be different funding sources for different populations (ages, disability, etc.).

Respite Funding in WI

In Wisconsin, there are a variety of payment sources for respite care.

- Children's Long Term Support Waiver (CLTS)
- Children's Community Options Program (CCOP)
- Family Care
- IRIS (Include, Respect, I Self-Direct)
- National Family Caregiver Support Program (NFCSP)
- Wisconsin Alzheimer's Family and Caregiver Support Program (AFSCP)
- Respite Care Association of Wisconsin (RCAW)
- Private Pay (Out-of-Pocket)

CLTS and CCOP

Children's Long Term Support (CLTS) and Children's Community Options Program (CCOP) are funding programs for children with disabilities.

Families work with a service coordinator to determine the child's needs and the services to be funded. Any agency or person must be an approved provider with DHS prior to providing any care.

As a respite provider you could be hired through an agency or county to work with a family or you could choose to become a sole proprietor, and contract independently with a county.

ADRCs

Aging & Disability Resource Centers (ADRC) provide Wisconsin residents with unbiased information related to aging or living with a disability. The goal is to help people maintain their independence by connecting them with the right resources. Information provided is free of charge.

Family Care & IRIS

Family Care and IRIS (Include, Respect, I Self-Direct) are typically the funding sources for adults with disabilities in WI.

Care recipients have different options for engaging respite providers:

- Purchase agency services - the agency is the employer and chooses the provider
- Recommend provider to agency - the agency is the employer of the provider care recipient chooses
- Manage provider - the care recipient manages provider, provider is employed by agency
- Care Recipient as Employer - the care recipient uses a fiscal agent for payroll and workman's comp.

Lack of Respite Providers

Many individuals are eligible for respite funding, but they are on a waitlist for a respite worker.

If a care recipient has access to funds, but is on a waitlist for a respite provider, they can look for their own provider.

That provider would then become an employee through the agency or county or could be individually contracted.

NFCSP & AFCSP

National Family Caregiver Support Program (NFCSP) provides services and supports that help family members and informal caregivers, such as a neighbor or friend, care for older adults at home. The NFCSP is available to any person providing care to an adult age 60+.

Wisconsin Alzheimer's Family and Caregiver Support Program (AFCSP) is like the NFCSP but serves individuals with Alzheimer's.

These programs provide caregivers a small amount of funds that can be used for services, including respite. **Payment would come directly from the caregiver.**

Typically funds would be used for minimal hours, so would not be a long term relationship if a family only had access to this funding source.

RCAW

Respite Care Association of Wisconsin (RCAW) provides respite funds through the Caregiver Respite Grant Program (CRGP) to caregivers who cannot be served by other caregiver support programs or long-term care waiver programs. Funding is limited to number of days per year for each care recipient. The caregiver hires the respite provider and provides them with payment after the respite care service has been provided.

Private Pay/ Out-of-Pocket

A caregiver can pay a respite provider out-of-pocket at any time. That means that the caregiver is engaging the respite services for the care recipient, and the provider is not contracted through an outside source.

A caregiver might choose to do this if the care recipient is not eligible for waiver funds (funds from the county or state to help cover the cost of respite care), have used up all of their funds but want more care, or are not aware of programs that provide respite care funds.

Respite Pay Rate

The amount that someone is paid to provide respite care depends on the setting and the funding source. Some funding sources have set rates that are determined by DHS. If you are employed through a caregiver that is paying out-of-pocket, you can set your rate.

The pay rate for respite care typically ranges from \$11-\$20 per hour.

Questions?

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