

A National Caregiving Service from Genworth



Families facing the challenge of accessing quality, appropriate long-term care services can turn to AARP Caregiving Help and Advice from Genworth.

Genworth, a Fortune 500 global financial security company, has been the leader in the long term care insurance market for over 35 years. With this AARP endorsed service from Genworth, families who need short or long-term care can have easy and affordable access to caregiving support services.

CareScout®, a subsidiary of Genworth, is administering the program and has connected thousands of families to appropriate providers through their extensive data on home care agencies, assisted living facilities, adult day health care and nursing homes.

This is an incredible opportunity for Genworth, CareScout and our network of care providers. The program is made available to AARP's millions of members, and it's helping to deliver an unprecedented customer experience that results in finding, and keeping, the best care providers available.

If you are ready to get started, please read through this information and then fill out our easy enrollment card at carescout.com. (If you are currently enrolled in a Provider Program with CareScout, please fill out the enrollment card so we can upgrade you to the new programs).

Enroll now to join this very successful marketing channel for long-term care providers nationwide.

CareScout® Programs

There are three programs available to home care agencies:

- SmartMatchSM
- FieldScouts®
- Participating Provider

Home health care agencies, in all states, can enroll in the SmartMatch Program and also enroll in the FieldScout Program.

Personal care agencies, in all states, can enroll in the SmartMatch program. Personal care agencies that operate in states where a license for personal care services is not available are eligible and encouraged to enroll in the Participating Provider Program.

The SmartMatchSM Program

The web-based tool allows clients to enter preferences they have for a care provider such as a home care agency. The program searches our nationwide database of SmartMatch providers and creates a list of providers that meet the client's criteria. There are over 40 elements of service that providers add to their profile to allow the match to be very customized. Here are a few examples of the service elements:



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There are no enrollment or placement fees to become a member of the SmartMatch Program. You just need to provide accurate information about your services and keep it updated every four months...

- Ability to accommodate certain types of shifts such as short shifts, split shifts, bath visits, overnight, etc.
- Caregiving staff with special training to assist clients with specific diseases such as COPD, Parkinson's, Alzheimer's, etc.
- Caregiving staff that can provide transportation, prepare special diets, or speak other languages.

Once the client has identified providers that match, or come close to matching, our client(s) can go to each provider's profile page to learn more. The profile page contains details of all service elements and also shows the provider's response to our Industry Standards Survey. The Industry Standards Survey is comprised of 40 questions about protocols and business practices that are considered to be common standards in the home care industry that represent quality services and risk protection. In a later phase of the SmartMatch Program, providers will be able to upload information about their business, services and customer satisfaction. Future program information could include photographs, brochures, customer testimonials and (we really like this one) profiles of the caregivers that make our program providers successful.

After identifying providers that match their needs, the client is encouraged to interview, compare costs and check on availability.

In addition to the web-based tool, SmartMatch is also used with our telephonic Care Advocate services. Care Advocates work with clients to assess care needs and then use SmartMatch to identify providers that are a good match. If desired by the client, we will contact the providers to discuss the availability of services for the client and also to inquire if the agency is willing to offer a discount. Once the client has chosen a provider, and requested us to do so, we can transfer information to the agency and help establish the start of service.

There are no enrollment or placement fees to become a member of the SmartMatch Program. You just need to provide accurate information about your services and keep it updated every four months at a minimum. You will use a Provider Portal ID and password to login to our online enrollment system. At that site you can download our contract and complete the Provider Profile and Industry Standards Survey. Once you have submitted the electronic information, and have faxed to us the signed contract, we will complete your enrollment. In addition to the signed contract, you must also submit a copy of your license to operate and a copy of your liability insurance binder.

Being a part of the SmartMatch Program may give you exposure to many potential clients and we hope that by participating in the program your business will grow and continue making contacts through our program. You should be aware that your participation does not mean you are an "approved" or "recommended" provider by CareScout, Genworth or AARP.

The FieldScout[®] Program

In addition to web-based and telephonic services, CareScout also provides an in-home assessment service that offers an observational needs assessment to clients in their own home that will be transcribed and result in a detailed care plan presented to the family by a Genworth Care Advocate. CareScout contracts with home health care agencies that send a registered nurse from their staff to the home of our client to perform the in-home assessment. The nurse will conduct the assessment, complete the assessment document, and fax the document back to CareScout. The event takes about 1 to 1.5 hours. Payment terms are discussed with the agency prior to contracting.

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In order to participate in the FieldScout program, the home health agency must attest that any nurse who performs a Genworth in-home assessment for the agency meets the following requirements:

- Has an active Registered Nurse License in the state where the assessment will be performed
- Passed a Federal and State Criminal Background Check
- After performing the first assessment, will sign an annual attestation that no Federal or State criminal activity has taken place in the past year
- Has read, and agrees to abide by, the Provider Code of Ethics

The Participating Provider Program

Many families searching for in-home care will expect care agencies to have a license, provided by the state, which assures they continue to meet certain regulatory standards. Families who live in any of the states that do not offer a license for personal care agencies will be looking for some other way to determine that an agency has structured oversight. Genworth is offering a program that will collect documentation and attestations from unlicensed agencies that attest to the agencies' commitment to operation protocols and business practices that support quality customer service. To begin the enrollment process in the Participating Provider Program the agency must meet the following requirements:

Able to provide to Genworth the following documentation:

- New hire application form
- New hire policies and procedures
- Organizational structure
- New hire orientation program
- Patient's Bill of Rights
- Complaint resolution process
- Reference check process

Attest to the following:

- Performs Federal and State Criminal Background Check before hiring caregiving staff
- Performs Sex Offender Registry Check before hiring caregiving staff
- Complies with Federal and State employer regulations
- Conducts unscheduled supervisory observation of caregivers on duty
- Hires only employees that are allowed to work legally in the U.S.
- Requires employees working for Genworth clients to read, and abide by, Provider Code of Ethics

SmartMatch, FieldScout, and Participating Provider Program requirements may change at any time without notice to you. Other terms or conditions may apply to participating in these programs. Please note that the CareScout program does not give providers access to AARP assets or intellectual property.

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We at CareScout hope you participate

This program is designed to highlight your investment in quality and help differentiate your services! Go to carescout.com/getstarted to fill out the enrollment card and indicate the programs you are interested in joining. (If you are currently a SmartMatch provider please re-enroll so we can upgrade you to the new AARP caregiving program from Genworth). Once we receive your enrollment card we will get you all the information you need to become active in the new program.

We expect this to be a very successful marketing channel for long term care providers nationwide. Enroll now ..then get ready to grow!

