

GUIDE Referral Marketing Strategies

While it is not a requirement for GUIDE AAA partners to market the GUIDE program in your region, the more referrals received from your region, the more GUIDE Home Visits there will be for your agency to complete, and the more income your agency will receive as part of the GUIDE program.

Below are several successful strategies the AIHS GUIDE team has used for generating GUIDE referrals.

General Information

The AIHS GUIDE team found that it is important to share information about the GUIDE program **regularly** with possible referral sources. Hearing about a program once is not enough, you need to share information about the program often and make it as easy as possible for the potential referral source to make the referral. We try to meet potential referral sources in person and explain the program, so they have a good basic understanding and then continue to share information with them ongoing.

STRATEGY 1: AIHS developed a biweekly email that is sent to all referral sources to share updates and information about the GUIDE program with referral sources. Updates include success stories, GUIDE statistics (i.e. number referred, number aligned, etc.), sharing of electronic GUIDE referral form, GUIDE staff information, descriptions of GUIDE activities, etc.

HOW TO IMPLEMENT: Your AAA could develop your own biweekly email to send to your local referral sources, or you can share referral source contact information with AIHS, and we can include the referral sources on our biweekly emails.

Internal Referrals

Market the GUIDE program internally, many of the referrals AIHS receives come to the GUIDE team from our ADRC or other programs.

STRATEGY 2: Ensure your staff are aware of the GUIDE program.

HOW TO IMPLEMENT: Provide initial training about the GUIDE program to all agency staff and offer regular updates about the GUIDE program. Develop an internal process to ensure any interested callers/clients are connected to a GUIDE expert (either one of your GUIDE local staff or the AIHS GUIDE team).

STRATEGY 3: Share information about the GUIDE program with existing agency clients who may need assistance or know of others who may need help.

HOW TO IMPLEMENT: Provide the GUIDE Flyer and/or the GUIDE FAQ documents at congregate meal sites as a handout to clients.

External Organizations

The AIHS GUIDE team has marketed the program to numerous healthcare groups, CBOs, community groups, caregiver support groups, etc.

STRATEGY 4: Share the GUIDE Flyer and the GUIDE FAQ document with numerous healthcare groups, CBOs, community groups, caregiver support groups, etc.

HOW TO IMPLEMENT: Provide information via email or during presentations to the following types of groups.

Healthcare providers

- PCP offices
- Neurology offices
- Hospital Case Managers or Discharge Planners
- Parish Nurses
- SNFs

Community Support Providers

- EMS
- Police/Fire/Sherrif Departments
- Local Crisis Teams

Community Based Organizations

- County Councils on Aging
- Community or regional groups focused on Aging issues
- Senior Housing Sites
- CCRCs with Independent living
- Hospice and Palliative Care Organizations
- Agencies who work with Individuals with Intellectual Disabilities (IDD)
 - Note- Approximately 90% of Individuals with Downs Syndrome will develop dementia and much earlier than the general public
- Other agencies that provide services to older adults in our area

Community Groups

- Public Libraries
- Churches or other religious organizations
- Food pantries
- Caregiver Support Groups

STRATEGY 5: Community Presentations

HOW TO IMPLEMENT: Offer to provide presentations about the GUIDE program to healthcare groups, CBOs, community groups, caregiver support groups, etc. AIHS has had success doing face-to-face presentations, TV and radio interviews, virtual presentations, etc. Offer to speak with organization staff, with caregivers, community groups, etc. All are good sources of referrals for the GUIDE program.

STRATEGY 6: Written information about the program

HOW TO IMPLEMENT: Provide a brief written description that local groups can add to their own newsletters or send out to their email list about the GUIDE program and how to send referrals to you for GUIDE. Check the GUIDE Marketing Toolkit for information to include.

STRATEGY 7: Social Media

HOW TO IMPLEMENT: Implement an ongoing social media strategy about the GUIDE program in your area on your agency Facebook page or other social media platforms. Here are a few things to consider as you promote the program on social media:

- Facebook is an excellent platform to market to older adults and caregivers.
- LinkedIn is ideal for spreading awareness amongst professionals and healthcare providers.
- Consistency is key. Aim to make at least one post about the GUIDE program every other week.
- Consider boosting posts to reach larger audiences.

Check the GUIDE Marketing Toolkit for post templates you can utilize.