

# The New Normal

We asked our Honor Care Network Partners how they're adapting in response to the coronavirus.



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## What's your biggest concern as a home care provider now?

Protecting my most vulnerable clients from contracting COVID-19, while at the same time protecting all of our employees and Care Pros. We're trying to stay connected by video and phone. Another huge concern is getting accurate information out to both clients and their families, as well as Care Pros.

## What are you doing and talking about differently?

With the Honor Care Network, we have some really good communication tools. We have a wealth of information coming from Honor. I don't know where I'd be getting that information if it wasn't for them. So we're communicating with clients and their families on what we're doing during this crisis.

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## Do you have many clients in facilities now?

I have a couple of new clients that are trying to get out of facilities. I'm particularly concerned about clients who are in situations where their one-on-one care isn't there. Sometimes when there's a notice on the door, people take that as, "Oh, I can't go in anymore." But in reality, our patients have a right to access care. We have to advocate for that.



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The hardest ones are the companionship for memory. I worry that some of our clients will forget people because they haven't seen them. I try to weigh the risk of COVID-19 versus their quality of life. And that's part of the conversation I have with a family member and a director of a facility.

### Is your sales and marketing strategy changing in response to the coronavirus?

We're finding new ways to connect—calling, emailing, texting—since we can't even have a cup of coffee with anyone now. I just got a referral today from one of our fantastic physicians after texting her. We're reaching out to case managers and going over all that we've been doing to support the safety of our staff and their patients.

### What are you spending most of your time on now?

I spend a lot of time trying to get PPE. I also spend an inordinate amount of time trying to figure out how to get toilet paper and baby wipes—that's where my restaurant friends and pub owners come in because they had some and they've shared.

### How has being an Honor Care Network Partner helped you during this crisis?

With communicating. Through the HCN, we have some great tools in the Partner portal, so getting information to clients and their families on what we're doing to be proactive, and reassuring people that we know what to watch for, is important. The amount of time I spent on staffing prior to becoming an Honor Partner was night and day. Now I can focus on trying to get PPE for caregivers and the quality of care.

The other thing the network has brought is more collaboration and more conversations

with more home care agencies. In the past, I didn't want to give away secrets. With Honor, it's opened the door for us to be able to talk about what's hard and share ideas and brainstorm. Sharing best practices across the network of agencies is just very powerful.

### If an agency were to join the HCN now, what would be the biggest benefit?

Staffing, hands down. To have the availability of a thousand caregivers in the Bay Area at your fingertips is pretty powerful. I tell that to potential clients, that we're not going to have trouble finding the right fit. The availability of caregivers is phenomenal. I don't have to say no to clients.



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### What will you be doing differently in the near future?

I do think we're going to be dealing with the coronavirus for at least 18-24 months. I've seen a trend in the Bay Area of families not wanting their loved ones, especially seniors, to be in facilities. I think this will put more of a demand on more families, to try to provide the care in their own homes. But for quality of life, it's where many people want to be.