

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?

All of us are experiencing the same challenges. Without a cure in sight, our biggest concern right now is how do we support our Care Pros' safety? How do we support our clients' safety and continue to provide quality care at the same time? And when I say supporting our Care Pro and client safety, I'm thinking not just about their physical health but also their emotional and mental health. We are keeping in touch regularly with clients and their families and making sure that they are feeling okay.

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

It's absolutely changing—and it has to—because our traditional way of marketing would be knocking on doors or going and

visiting our referral sources face to face. We're reaching out by phone to clients, referral sources, and community partners more than ever, and letting them know specifically that we're here to help. And not just as a home care company but as a resource for any families, friends, or neighbors in our community—not only regarding home care but for any other elder care needs.



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Given the heightened risk of COVID-19 in facilities, are you doing anything new?

Families are hesitant and concerned about moving their loved ones to an assisted living community. So we're reaching out to the communities that we work closely with and reminding them that if they have clients that are on either their mailing list or their wait list—and have a need for care now—they can bring us in. We can reassure clients that we're willing

and able to take care of them at home through the pandemic. And when they're ready, we can actually help them transition into, or back into, assisted living.

What's your greatest challenge?

In the beginning, it was all about how to get PPE. I was fortunate to have help from my brother, who is a dental supply distributor. And then Honor began shipping masks to us, and now we're actually able to give PPE to all clients, all shifts. We just made the deliveries and the feedback that we've received has just been remarkable and so appreciated.

What are you doing to mitigate clients' fears and ease their concerns?

With the help of the HCN, we've been able to provide our clients frequent real-time updates. And that gives us an opportunity to reach out to them often. It gives us an opportunity to check in, ask questions, and offer a broad



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range of support. Do you have any need for food deliveries? Are you running out of gloves or other supplies you might need at home?

We'll assist with telling them about Tele-Health or any other thing they might not know about or their families don't have time to help with. We let them know that that's what we're here for.

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

I truly feel that without Honor, there would be a huge negative impact on my overall business. The partnership has been such an enormous resource—from providing all the data, to the frequent updates, to all the materials that Honor has provided to us. All this is helping us to stay connected to our clients and referral sources, it has been incredible. And just to know that we're collaborating and planning for the future together as this all unveils—power to the network!

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

The biggest benefit? I would say collaboration.

Do you see Covid-19 having a lasting impact on home care and how you do business?

It's going to have a huge impact. There's going to be a wave of new referrals, and families that are going to need care. We have to be prepared for that. And we are.