

The New Normal

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



Owner and CEO: Greg McCarthy

Agency Name: TheraCare

Location: Redwood City, CA

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

Being able to continue to provide quality care to our clients while at the same time supporting safety for our clients, our Care Pros, and our office staff. We're working hard to make sure we have enough personal protective equipment for everyone who needs it. We're decreasing our number of visits to see our clients—unless it's necessary—and doing a lot of phone calls and emailing. Of course, we're still going into homes for new starts of care if we know someone actually needs us. But when we do, we're very cautious and always trying to support everyone's safety.

Is your Sales and Marketing strategy changing in response to the coronavirus?

Our traditional sales model of making a lot of visits to places has obviously stopped—a lot of facilities and referral source locations are on

lockdown or not allowing these types of visits. So we're focusing on touching base with our main referral sources via phone and email, letting them know that we're here for them if they need any help. We're working very closely with Honor, they're providing a lot of collateral that we're sending to our referral sources as well. Again, just letting them know that they can have confidence in us.



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What's been your biggest challenge?

Getting PPE. Because of the limited supply, it's been a bit of a struggle—making sure that we have it when we need it.

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

At a time like this, increased communication is very helpful. We're providing our clients a lot of information—by phone and weekly letter and email updates—that gives them confidence in us. Letting clients know that we're staying

informed, thinking through everything, changing our protocols, and working hard to support their safety as much as possible. We've also put together a nice thinking of you card that we've all signed. Just to help put people at ease.

How are you obtaining PPE now?

With the limited supply, it's been a bit of a struggle trying to stay ahead of the curve. Honor's been fantastic in helping us with resources and sending us some materials directly. All the Partners have been very open, sharing so much great information, and connecting us with different suppliers. That's the beauty of the network, the more brains that come together, the better we can collaborate and come up with these supplies.

How has being an Honor Care Network Partner helped you?

The brain trust. Being a part of a very strong, organized group that's on top of things, that's able to set up a triage system and develop new guidelines so quickly. We're really seeing the power of the network, everyone sharing resources and information. It has been fantastic. My wife and I looked at each other the other night and said, "Thank God we're part of this Honor Network right now because this definitely would be very difficult to do on our own."

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

Shared resources and support. Knowing that you have enough caregivers who are screened properly. Triageing, making sure you can take caregivers off work if they have any symptoms and have ample backup to cover—that's something a small agency would have a very difficult time doing. Honor is monitoring protocols and symptoms on a daily basis. Having a larger group to help you manage these things properly, effectively document it, and support you as an agency is a huge benefit.



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What resources in your community have been most helpful?

Aside from the Honor group, which has been my number one resource, HCAOA and, of course, listening to our governor and staying informed on a local and national level. I'm also involved with a local Village, seeing what they're doing to support older adults in the community. And Meals on Wheels has been a great resource for some of our clients.