

# CareAcademy's Marketing Toolkit for Care Service Organizations

This toolkit is a set of programs and content to support our customers in their marketing efforts. The primary focus is to support care providers in building value around training to help improve client acquisition and client retention.

## What's Included:



### CareAcademy Training Partner Certificate

This certificate is awarded to you for being a CareAcademy Training Partner. You will receive the printed certificate by mail.



### Web Page: How Quality Training Ensures the Safety of Your Loved Ones

This webpage will allow prospective customers to see the type of training their care staff are receiving as well as the benefits of working with a company that continuously educates their care staff.



### Demonstrating Competency Badges

These virtual badges can be used as a way to highlight a care staff member's achievements if they qualify as 'competent' in a training topic.



### Toolkit Guide

Included in the Toolkit is a Guide for care providers to learn more about how best to use each of these items in their sales and marketing.



### Training Partner Badge for Your Website

This virtual badge can be displayed on your company's website to signal to clients that you are a CareAcademy training provider whose care staff receive quality training.



### Buttons for Your Care Staff

These buttons are for your company's care staff to show clients that they are qualified and CareAcademy trained. You will receive up to 50 buttons for free in the mail and can order more if you choose.



### Care Staff Resume Template

Use this template to add the classes and qualifications your care staff has earned through CareAcademy training. You can send these to clients to show the qualifications of your care staff to support their needs.

## About CareAcademy

CareAcademy's mission is to accelerate the world's transition to a caregiver-centric healthcare system by elevating caregivers and enabling excellent health outcomes. With a care enablement platform that offers accessible and engaging training content, streamlined technology solutions, and measurable insights, CareAcademy is transforming the way we train essential caregivers. Founded in 2016 and based in Boston, CareAcademy is trusted by over 2,000 home care, home health and assisted living providers.