

How to - Trilogy Care copy

Trilogy Care provides sample copy that you may use freely on your website, in advertising material, or in emails. Below is a guide on how and where to use this copy effectively.

How to Use the Copy: All the copy below can be easily copied and pasted into your chosen platform. Ensure you replace the placeholder *[Partner name]* with your full business name.

Important points to remember:

- You do not need to keep the title; you are free to change or remove it if you prefer.
- The content itself must remain unchanged, except for replacing *[Partner name]* with your full business name.
- You are not obligated to use all the provided copy—use as much or as little as suits your needs.
- If you identify an opportunity to use this copy in a different format (such as in a print advertisement), feel free to do so.
- Wherever possible, please include the Trilogy Care logo alongside the message for consistent branding.

Partnership Announcement

“[Partner name] is excited to partner with Trilogy Care, one of Australia’s best value Home Care Package providers. Trilogy Care helps older Australians live well at home for longer by supporting them in building and self-managing their Home Care Packages.

Together, our teams will work to maximise your care hours, enhance your well-being, and provide greater choice, value, and flexibility. This partnership enables [Partner name] to deliver more comprehensive and personalised care.”

When to use: The partnership announcement message is most effective when shared in the weeks and months following your official partnership with Trilogy Care. We recommend distributing this announcement to your business partners and care recipients, as well as featuring it on your website.

Why a partnership?

“Trilogy Care is not a provider of aged care services; we are a Home Care Package provider. This means we do not supply care workers or offer care coordination as part of our agreement with you. Instead, *[Partner name]* will provide the care services you need to live well at home.”

When to use: The "Why a Partnership?" copy is versatile and can be utilised in multiple contexts. It can accompany the partnership announcement, be included on a Frequently Asked Questions (FAQ) page, or be shared with care recipients who would like to understand how the partnership impacts their care.

What does Trilogy Care do?

Trilogy Care is an approved Home Care Package provider, registered with My Aged Care to deliver Home Care Package support. We work closely with your chosen care coordinator to provide personalised care planning and manage the administration of your Home Care Package budget.

When to use: The "What Does Trilogy Care Do?" copy can be used in much the same way as the "Why a Partnership?" content. We strongly recommend placing this information where your consumers are likely to see it, as it clearly communicates Trilogy Care's role in the partnership process and helps build understanding and trust.

Details of the partnership

*“[Partner name] has partnered with Trilogy Care to deliver coordinated Home Care Package services. While *[Partner name]* manages your care workers and support services, Trilogy Care handles the administration of the Home Care Package. This partnership ensures that you can maximise your Home Care Package budget while receiving the necessary care and support to remain at home.”*

When to use: This section is ideal for providing care recipients or their families with more detailed information about the partnership process. We recommend including it on a Frequently Asked Questions (FAQ) page or using it alongside the "Why a Partnership?" message to provide comprehensive insights.

Why will Trilogy Care contact you?

“As the Home Care Package provider for *[Partner name]*, Trilogy Care will occasionally check in with you to see how you're doing and to discuss your health and well-being. While *[Partner name]* will manage the care services you receive, Trilogy Care also has a

responsibility to ensure you're receiving the necessary care and support through your Home Care Package funding."

When to use: We recommend using this copy to inform your clients about Trilogy Care's obligations as a Home Care Package provider. Whether it's featured in a partnership announcement, on your website, or included in an email to care recipients, this information is crucial to communicate clearly and effectively.

Transitioning from CHSP to a Home Care Package with Trilogy Care

"Thanks to the partnership between Trilogy Care and *[Partner name]*, current Commonwealth Home Support Program (CHSP) recipients can transfer to a Home Care Package without any changes to their services or care workers. As a Home Care Package provider, Trilogy Care can upgrade your CHSP to a Home Care Package with no interruptions to your ongoing support. This allows you to continue living the way you want, with the benefit of increased funding through a Home Care Package."

When to use: Unlike other content, the "Transitioning from CHSP to a Home Care Package with Trilogy Care" copy is best used when care recipients have questions about starting services with Trilogy Care or express concerns about insufficient funding. This information can help reassure them that we can assist with transitioning to a Home Care Package, allowing them to continue receiving care from you while gaining additional support.