

[partner name] and Trilogy Care

partner marketing support manual.

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# Who is Trilogy Care?

Trilogy Care supports older Australians to live well at home for longer, by helping them build the Home Care Package they want and need.

# Our partnership

Trilogy Care partners with purpose-aligned organisations like [partner name] to deliver Home Care Package administration and care coordination services to care recipients across Australia.

We do not offer care workers or support services; we support your care recipients in administering their Home Care Package so you can do what you do best: source and coordinate care services for your care recipients.

## About our partnership

* [Partner name] works with care recipients to coordinate care and support services while Trilogy Care administers their Home Care Package.  Trilogy Care will also support you in growing your business within the aged care sector.
* This relationship allows the care recipient to maximise their Home Care Package budget while receiving coordinated care and support from their preferred service providers, including [partner name].

## How does the partnership work?

1. Your Home Care Package recipient contacts [partner name] to express interest in utilising their services through their Home Care Package
2. [partner name] explains they can coordinate their Home Care Package services with Trilogy Care
3. [partner name] completes referral form
4. Trilogy Care works with [partner name] and the Home Care Package recipient through the 2-step onboarding process.
5. Coordinated care recipients fall under Trilogy Care’s Self Managed PLUS management tier – care and package management + care coordination services (26% Trilogy Care fee – 15% package management and 11% care coordination).
6. Care recipient will complete onboarding with Trilogy Care.
7. Upon completing the onboarding process, Trilogy Care will share the care plan and budget document with [partner name]
8. [partner name] schedules and organises services for the care recipient according to their requests, care plan and allocated budget.

# Trilogy Care’s support for you and your care recipients

*Unique selling points to sell our partnership to your potential care recipients*

## Affordable care packages

Trilogy Care stands out with its low fee structure, charging only 26% fee for its services (15% package management and 11% care coordination). This transparent pricing model ensures that care recipients receive exceptional care without incurring excessive costs, allowing them to maximise the value of their Home Care Package.

## Transparent pricing and billing

Care recipients appreciate Trilogy Care's transparent pricing structure and straightforward billing process, eliminating hidden fees and surprises. This transparency allows care recipients to budget effectively and understand the value they receive from their care package.

## Flexibility and control

Trilogy Care empowers care recipients by allowing them to control their care schedules, services, and caregivers. This flexibility enables care recipients to maintain their preferred routines and lifestyles while receiving the support they need when they need it.

## Dedicated care partner

Care coordinators and their care recipients are assigned a dedicated care partner, their main point of contact at Trilogy Care throughout their care journey. This care partner acts as a trusted advisor, working closely with the care recipient and their family to develop and manage a customised care plan tailored to their needs and preferences.

## Compliance and reliability

Trilogy Care's commitment to compliance and zero sanctions history reflects our reliability as Home Care Package provider. Our proactive approach to meeting legislative requirements and closely collaborating with the Aged Care Commission minimises operational risks, building trust among our partners and care recipients.

# Trilogy Care: unique selling points

* **Affordable care packages** – Most traditional providers charge 30-35%. Trilogy Care charges 26% for Self Managed PLUS, which includes care coordination services - less on fees, more on care.
* **Transparent pricing and billing** - transparent pricing structure and straightforward billing process, eliminating hidden fees and surprises. Trilogy Care processes bills with an average 7-10 business day turnaround.
* **Flexibility and control** – coordinate care utilising your chosen providers. Clients can access care from any care provider across Australia.
* **Dedicated care partner**—you will be assigned a dedicated care partner at Trilogy Care who will assist you and guide the client through their Home Care Package journey. The Care Partner can tailor the care plan and budget to the client’s preferences.
* **Compliance and reliability –** With our proactive approach to legislative requirements and zero sanction history with the Aged Care Quality and Safety Commission, we will ensure minimal operational risks for you, your team and clients.
* **Care coordination -** [partner name] coordinates the care recipient’s services under the Self Managed PLUS management tier. Trilogy Care is one of the few HCP providers that allow external coordinators to operate in the aged care sector.

# Explaining our partnership to your clients

## What is a Home Care Package?

A Home Care Package is a package of services provided by the Australian Government that supports you to live safely and independently in your own home.

The program is designed to assist you with daily activities such as cleaning, showering, and attending appointments.

All Home Care Packages need to work with an approved Home Care Package provider to administer the Government subsidy.

## Explaining the connection between [partner name] and Trilogy Care

[Partner name] is working with Trilogy Care, an approved Home Care Package provider, to coordinate your Home Care Package. [partner name] acts as your care coordinator while Trilogy Care administers your Home Care Package.

Trilogy Care’s model empowers you to have the flexibility to choose your service providers and gain more control over how your Home Care Package budget is spent, meaning you can continue to work with your preferred care coordinator and service providers and have the services funded under your Home Care Package budget – subject to your care plan and budget limits.

Working with [partner name] and Trilogy Care means you will spend less on Home Care Package management fees so you can spend more of your Home Care Package budget on the things that matter – care and services to help you stay at home longer.

The partnership with [partner name] and Trilogy Care means you can receive Home Care Package management support and services from [partner name].

## How does Trilogy Care support your care recipient?

* Accounts and payments: Budgeting, planning, and payments
* Compliance support
* Dedicated care partner
* Individualised care planning and reviews
* Phone access to experienced and qualified nursing staff – if required

## Home Care Package inclusions and exclusions

Services provided under a Home Care Package are based on an individual's assessed care needs, agreed care plan and individual package budget.

Services that can be funded under the Home Care Package program include:

* Bathing, hygiene, and grooming
* Nursing
* Allied health such as podiatry and physiotherapy
* Meal delivery and food preparation
* Help with impairments and continence
* Cleaning, laundry, and other chores
* Home or garden maintenance
* Changes to your home
* Aids to stay independent
* Transport
* Social outings, groups and visitors
* Care management

Services that CAN NOT be funded under the Home Care Package program include:

* Household bills include the purchase of food
* Insurances
* Home appliances and white goods unrelated to ageing
* Accommodation costs
* Services that are funded under another government program
	+ Medications, prescribed and over the counter
	+ Dental care
	+ Ambulance services
	+ Medical services, including gap payments

## What is included in the Trilogy Care Self Managed PLUS fee?

* **Care management**
	+ A dedicated care partner for every care recipient
	+ The design and ongoing maintenance of your care recipient's care plan and care budget including periodic care plan reviews
* **Package management**
	+ Management of the financial components of the Home Care Package, including payment of invoices, reimbursements, monthly statements, and liaising with Services Australia.
* **Clinical support**
	+ Phone access to our in-house team of clinical nursing professionals to oversee the care recipient's care plan and any health concerns
* **Compliance support**
	+ The compliance and background checking of all service providers

# Promoting your business in aged care sector

### How we help you grow your aged care recipient base.

There are many ways to begin promoting yourself in the aged care sector. You can use your regular marketing channels or promote yourself in your local networks. Ultimately, use the unique selling points above through the following:

## Your marketing channels

* + Websites
	+ Social media
	+ Email marketing
	+ Newsletters
	+ Community groups
	+ Events
	+ Parents

## Local network marketing and promotion

* Talk to your existing care recipient base
	+ Is there anyone who can apply for a Home Care Package on your database or do you have any existing recipients of Home Care Packages that could be interested in moving providers
* Talk to service providers and care workers
	+ Do they know of any existing contacts who are looking to move to a new provider
* Attend local seniors’ events
* Attend business networking events
* Develop relationships with hospitals, GPs, social workers, allied health professionals, and other health professionals
* Build relationships with local community centres, registered clubs, lifestyle villages such as Ingenia or Hometown

# Marketing Support that Trilogy Care provides you

The Trilogy Care marketing team provides coordination partners with the following marketing support:

* Cobranded marketing collateral
* Sponsored community events
* Approved messaging
* Imagery for websites and emails
* Pre-written marketing messages
* Coordinated partners' marketing pack
* Approval support is needed to ensure that the messaging and Trilogy Care references adhere to the Trilogy Care brand guidelines and aged care legislation.
* Office 365
* Aircall access
* Vinyl wrapping
* Backlinking

## Marketing approvals

Before being published, the Trilogy Care marketing team must view all references to Trilogy Care on your website, print collateral, social media, and other marketing collateral.

This includes the use of:

* Trilogy Care logos
* References to the Trilogy Care brand
* References to Trilogy Care services (compliance and/or governance approval may be required)

## Trilogy Care support documents

* The Trilogy Care Portal
* Trilogy Care website
* Trilogy Care resource page
	+ This page gives you access to tools and resources required to onboard and manage your care recipients
* Helpful contacts fact sheet
* Trilogy Care marketing pack

##

## Marketing requests and approvals

Your first point of contact for all marketing requests and approvals should be your partnership or relationship manager.

If they are unavailable, you can email marketing on marketing@trilogycare.com.au.

# Approved messaging

Trilogy Care messaging that you can share on your marketing channels and with your care recipients to sell your coordination services:

## Who is Trilogy Care?

Trilogy Care supports older Australians to live well at home for longer, by helping them build and self-manage the Home Care Package they want and need.

The experienced Trilogy Care team works with [Partner name] to maximise your care hours and wellbeing, giving you choice, control, and independence.

## The role of the [Partner name]

[Partner name] is a Home Care Package care coordination service provider. We partner with Trilogy Care, a low-fee Home Care Package provider, to coordinate and manage your Home Care Package to ensure value and quality is maximised.

Our role is to support you in managing your home care so you can continue to live confidently and independently in your home, for longer.

We work with you to source services according to your personalised care plan. We can also liaise directly with Trilogy Care on administering your Home Care Package.

While you are working with your care coordinator, you have the freedom to contact your Trilogy Care, care partner directly at any time or access your Home Care Package administration details via the Trilogy Care Portal.

## Additional marketing messages

Further marketing messages are available on the resources page.

## Trilogy Care marketing pack

Contact your Trilogy Care partnership manager for your marketing pack which will include:

* Trilogy Care brochures
* Trilogy Care logo files
* Home Care Package fact sheets
* Digital tiles you can use to promote our partnership
* Email signatures
* Approved messaging
* Marketing support
* Additional collateral

## Support materials available to care recipients

* Dedicated Trilogy Care, care partner
* The Trilogy Care Portal
* Trilogy Care website:
	+ Resources page
	+ Care recipients and support hub
* Phone number: 1300 459 190
* Email: info@trilogycare.com.au