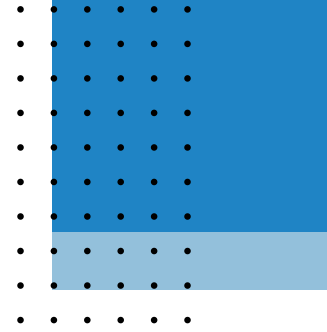


**1800-HOME HEALTH** 

# **7 Proven Steps to Market Your Home Health Agency**

By 1800 Home Health,  
Powered by OIT SmartTech, LLC

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# INTRODUCTION

Marketing a home health agency in today's competitive healthcare landscape requires more than just traditional advertising.

It demands a thoughtful strategy, credibility built on trust, and a strong connection with both patients and referral sources.

With so many agencies offering similar services, standing out requires a clear message, a professional image, and a consistent presence both online and in your community.

Families and caregivers are looking for providers who not only offer quality care but also demonstrate compassion, transparency, and commitment

This guide will walk you through **7 Proven steps to help agency grow with confidence, attract the right clients, and build a trusted brand that lasts.**



# BUILD A STRONG ONLINE PRESENCE

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**“Today’s patients and providers search online before making decisions.”**

## **Action points:**

- **Create a professional website with a clean layout, services listed clearly, and contact information.**
- **Use Search Engine Optimization (SEO) to rank high on Google.**
- **Set up and optimize your Google Business Profile.**
- **Create and maintain social media pages (Facebook, Instagram, LinkedIn).**

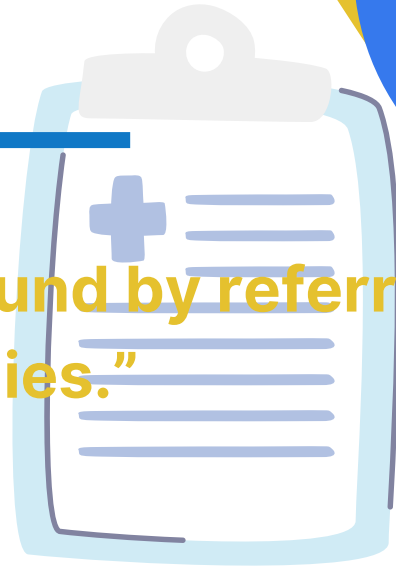
**Pro Tip: A mobile-friendly, HIPAA-compliant website builds trust instantly.**

## GET LISTED ON DIRECTORIES (LIKE 1800 HOME HEALTH)

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**“Directories help you get found by referral sources, patients, and families.”**



### **Action points:**

- **List your agency on platforms like 1800 Home Health and others that are specific to healthcare.**
- **Ensure your listing is accurate and includes services offered, service areas, and insurance accepted.**
- **Consider premium listings for greater visibility.**

**Pro Tip: Use your 1800 Home Health profile as a mini-marketing page to drive leads.**

# BUILD RELATIONSHIPS WITH REFERRAL SOURCES

## 3

**“Your biggest leads will often come from doctors, discharge planners, hospice teams, and hospitals.”**

### Action points:

- Visit local clinics and hospitals to introduce your agency.
- Offer brochures and business cards.
- Provide value-added materials (like this book or educational flyers)
- Follow up regularly with case managers and social workers.



**Pro Tip: Ask to be added to referral call lists — consistency wins trust.**

# EMBRACE DIGITAL MARKETING & CONTENT

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**“Education and visibility are key to growth.”**

## Action points:

- **Run targeted Facebook and Google ads to families and providers.**
- **Share educational content like “When to Choose Home Health” or “Understanding Medicare Coverage.”**
- **Use videos or short interviews with nurses or staff to show credibility.**



**Pro Tip: Agencies with blogs and regular content build 3x more trust.**



# HIGHLIGHT YOUR ACCREDITATION & INSURANCE PARTICIPATION

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**Being credentialed and listed as a PAR (Participating Provider) increases trust.**

## **Action points:**

- **Get credentialed with major payors and display these on your materials.**
- **Explain to clients that you're an in-network, verified provider.**
- **List your Medicare and Medicaid status prominently.**

**Pro Tip: Being in-network leads to faster claim approvals and higher reimbursements.**

# GET REVIEWS AND TESTIMONIALS

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**Social proof is a powerful conversion tool.**



## Action points:

- **Ask satisfied families or referring providers for written or video testimonials.**
- **Add these to your website, social media, and Google listing.**
- **Respond to reviews online with professionalism and gratitude.**



**Pro Tip: One great review can generate more clients than an entire ad campaign.**

**Don't underestimate in-person impressions..**

## Action points:

- **Distribute printed flyers, directories, or educational booklets in clinics, hospitals, churches, and community centers.**
- **Participate in local health fairs and wellness events.**
- **Leave branded materials like pens, magnets, or folders behind.**

**“ Pro Tip: Branded materials increase memory recall when someone needs home health services. ”**



## **Bonus: Partner with Marketing & IT Experts**

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**Don't do it all alone. Partner with firms like OIT SmartTech to:**

- **Build and manage your website**
- **Handle credentialing and insurance enrollment**
- **Get listed and featured on directories like 1800 Home Health**
- **Run professional marketing campaigns**

# **CONCLUSION**

**Marketing your home health agency doesn't have to feel overwhelming. With these 7 steps and the right partnerships, you can grow your client base, increase your credibility, and serve more families in need.**

**Need help getting started?  
Visit [www.1800homehealth.com](http://www.1800homehealth.com) or call (945) 276-9651 to  
schedule a consultation.**

1800-HOME HEALTH 

# 7 Proven Steps to Market Your Home Health Agency

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Grow With Confidence. Succeed With Strategy.

In today's competitive healthcare world, simply providing excellent care isn't enough — your home health agency must stand out.

"7 Proven Steps to Market Your Home Health Agency" is your go-to guide for building visibility, generating leads, and earning trust in your community.

Boost Your Online Presence

Connect with Hospitals & Referral Sources

Leverage Digital Ads & Directories


Win with Reviews, Reputation, and Real Relationships

Whether you're a new agency or an established provider ready to scale, this guide gives you real-world strategies and actionable tools to help you:

- Increase referrals and patient intake
  - Build trust with providers and families
  - Stand out as a leading care partner in your area
- Don't let your agency stay invisible.  
Start marketing smarter today.

 Powered by OIT SmartTech

 Visit us at [www.1800homehealth.com](http://www.1800homehealth.com)

 Call (945) 276-9651 for a free consultation