

NEWSLETTER

BY



WINNING
STRATEGIES
FOR ACQUIRING
HEALTHCARE
CLIENTS

Acquiring clients (service users) for a domiciliary healthcare company is critical to the success and growth of your business. The key is to build trust, maintain a strong reputation, and create a reliable network of referral sources. PLUS Tenders, your trusted healthcare consultancy firm is providing you with the basic and assured ways of acquiring clients for your domiciliary healthcare company:

1. Referral Networks

Building strong referral networks is one of the most effective and assured ways to acquire clients. Potential clients often trust recommendations from healthcare professionals and organizations.

- **Local Authorities and NHS Partnerships:** Many domiciliary care clients come through local authority contracts or NHS services. Establish relationships with local councils and NHS trusts to become an approved provider of care services. Many local authorities keep a list of trusted care providers, and being on this list can lead to a steady flow of referrals.
- **Hospitals and Clinics:** Connect with discharge planners and social workers in hospitals, clinics, and rehabilitation centers. Patients being discharged may need immediate domiciliary care, and having strong ties to these institutions can position your company as the go-to provider for post-hospitalization care.
- **GPs and Medical Professionals:** Build partnerships with local GPs, physiotherapists, and other healthcare professionals who regularly interact with individuals needing domiciliary care. They can refer patients who need assistance at home.
- **Charities and Community Organizations:** Partner with charities and local community organizations that work with vulnerable individuals (such as Age UK, Alzheimer's Society, etc.). These organizations often provide support to individuals who might need domiciliary care and can direct clients to your services.

2. Word of Mouth and Reputation

Word of mouth is one of the most powerful and organic ways to grow your client base. For a domiciliary care company, **positive reviews** and **client satisfaction** can lead to direct referrals from current and former clients or their families.

- **Excellent Service Quality:** Ensure that you are consistently delivering high-quality care. Word spreads quickly, especially in close-knit communities, and satisfied clients will refer others to your business.

- **Family Testimonials:** Encourage families of service users to share their positive experiences with your company on platforms such as Google Reviews or CareHome.co.uk. Their genuine stories will build trust with potential clients.
- **Client Feedback:** Implement regular client satisfaction surveys and use this feedback to improve your service. Happy clients will naturally recommend your services to friends and family members.

3. Digital Marketing and Online Presence

In today's digital age, having a strong online presence is critical for client acquisition. Many families search online for care services, so it's important to ensure your business can be easily found and is presented as trustworthy and professional.

- **Search Engine Optimization (SEO):** Optimize your website for search engines like Google. When people search for domiciliary care services in your area, your company should appear high in the search results. Focus on local SEO by using location-specific keywords like “domiciliary care in [City]” or “home care services near me.”
- **Pay-Per-Click (PPC) Advertising:** Use Google Ads or Facebook Ads to target people searching for care services. These platforms allow you to target specific demographics (e.g., family members seeking care for elderly relatives).
- **Website:** Your website should be user-friendly, clear, and informative. Include information on the services you offer, testimonials, accreditations, and ways to contact you. Make sure it's mobile-friendly since many users will access your site on their phones.
- **Social Media:** Maintain an active social media presence on platforms like Facebook, LinkedIn, or Instagram. Share helpful content, success stories, and updates about your services. Social media can also help you engage with local communities.

4. Local Marketing and Community Engagement

Active involvement in your local community is an effective way to generate leads and establish your presence as a trusted care provider.

- **Community Events:** Attend or sponsor local health and wellness fairs, charity events, or seminars focused on elder care or disability services. Set up a booth, distribute brochures, and talk directly to potential clients and their families.
- **Networking with Local Organizations:** Attend networking events hosted by local business associations, chamber of commerce, and health-related organizations. This can help you connect with other professionals who might refer clients to you.

- **Leaflets and Brochures:** Distribute well-designed leaflets and brochures in local GP offices, pharmacies, community centers, libraries, and other public places where your target clients might frequent.
- **Posters and Flyers:** Pin up posters or flyers in local notice boards, supermarkets, and healthcare facilities to raise awareness of your services.

5. Care Directories and Listing Platforms

Listing your domiciliary care company in **online care directories and platforms** specifically designed for healthcare services can boost visibility and bring in clients.

- **CareHome.co.uk:** This is a leading care directory in the UK. Having your company listed here increases visibility for people searching for home care services.
- **NHS Choices:** You can apply to be listed on the NHS Choices website, where people can search for care providers in their area.
- **CQC Listings:** Once you are registered with the Care Quality Commission (CQC), your company will be listed on their website. Ensure your listing is up-to-date and presents your services clearly.

6. Word of Mouth through Staff

Your staff can also be an excellent source of referrals. Care workers who are satisfied with their job often speak positively about the company and may recommend clients or even recruit their own contacts who need care services.

- **Staff Referral Schemes:** Implement a staff referral scheme where care workers can refer clients and receive a reward for each successful referral.

7. Private Pay Clients

Private pay clients can be a steady source of income, and they may come from affluent families looking for premium care services. To attract this clientele, your marketing and branding must reflect professionalism and high quality.

- **Premium Packages:** Offer tailored, premium care packages for clients who can afford to pay for additional services. For example, offering a more personalized care experience or specialized care for conditions like dementia can appeal to private pay clients.

8. Partnering with Care Agencies

Partnering with larger healthcare agencies or organizations that outsource care services can be a good strategy for acquiring clients, especially if you are a new or smaller business.

- **Agency Referrals:** Larger care agencies sometimes receive more client requests than they can handle. Partner with them to take on overflow work or specific geographic areas they may not cover.

9. Contracting with Insurance Providers

Working with private insurance companies or programs like personal health budgets allows clients to use insurance or government-funded programs to pay for domiciliary care services.

- **Private Insurance Partnerships:** Establish relationships with private insurance providers who offer long-term care policies. Clients may seek your services for at-home care under their insurance plans.

10. Specialized Care Services

Offering **specialized care services** (such as dementia care, stroke recovery, or end-of-life care) can help differentiate your business from competitors and attract clients who need specific support.

- **Niche Markets:** Cater to specific groups with unique needs (e.g., dementia patients, post-operative care, or palliative care). Specialization can set you apart and draw in clients looking for tailored services.

11. Contracts / Tenders / DPS.

Securing government or council contracts for domiciliary and supported living care services through contracts, tenders or Dynamic Purchasing Systems (DPS) can be a significant and stable source of revenue for your healthcare company. Winning these contracts can ensure a steady stream of clients from local authorities who often outsource care services for elderly or disabled individuals and those needing home care support.

- **Tenders:** A council or local authority tender is an invitation to provide services (such as domiciliary care) to a public entity. Councils often release tenders when they need to outsource services due to capacity issues or the need for specialized expertise. These contracts are typically for a fixed term and specify the service level, volume, and pricing.

- **Dynamic Purchasing Systems (DPS):** A DPS is a procurement tool used by local councils to maintain a pre-approved list of providers that they can call upon when services are needed. Unlike traditional tenders, a DPS remains open for new suppliers to join at any time, and contracts are awarded on a case-by-case basis depending on the needs of the council.
- **Framework Agreements:** Some councils use framework agreements, where multiple providers are approved to offer services over a set period. These providers can then be selected when specific services are required without having to bid each time.

12. Spot purchases

In the context of domiciliary care **Spot purchases** refer to **one-off or ad-hoc purchases** of care services by local councils or healthcare authorities, typically when they need immediate support or have urgent care needs that exceed their regular capacity or long-term contracts. This approach contrasts with long-term contracts or Dynamic Purchasing Systems (DPS), where providers are selected for regular or ongoing services over a longer period.

Spot purchases can be an excellent opportunity for domiciliary care companies, especially new or smaller providers, to establish relationships with local authorities and gain experience in public sector contracts without the lengthy procurement process associated with tenders or DPS.



Contact Us Today!

☎ 01702 412168 / 01702 844080 ☎ 07859735868
🌐 www.plustenders.co.uk ✉ tenders@plustenders.co.uk