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Industry Podcast Seeks to Educate Public About Home Health Benefits

"Help Choose Home" podcast will spread message about the benefits of in-home care

ASHEVILLE, N.C., May 4, 2018 - A trio of home care industry organizations is launching a national digital grassroots campaign to educate consumers and professionals about the health benefits of choosing in-home care for older loved ones or family members recovering from an illness.

The National Association for Home Care and Hospice, Axxess, and corecubed are aligning resources to educate the public about the many benefits of the in-home care industry, which includes non-medical home care, private duty nursing care, medical home health, hospice, and other in-home health and wellness services.

A podcast series entitled "Help Choose Home" kicks off the effort to educate consumers and professionals — doctors, hospital discharge planners, insurance companies and others involved in healthcare decision-making. This ongoing series is hosted by Merrily Orsini, President and CEO of corecubed, an Asheville-based in-home care marketing company, and can be found by searching "Help Choose Home" in the [iTunes](#) store. The series is also available in the [Google Play](#) store and on any device via the [PlayerFM](#) website.

"More than 90 percent of older adults released from hospitals and other healthcare facilities are appropriate for in-home care," Orsini said. "But many patients who need care after an inpatient stay are sent to nursing homes or rehab facilities instead of home with care services coming to them."

Understanding the different types of services available at home, and how to access and pay for each, is also a barrier, as it can be daunting to decipher the differences between non-medical personal care services, private duty nursing care, medical home health care, and hospice and palliative care programs.

“Research shows that health outcomes are demonstrably improved when patients recuperate at home,” Orsini said. “When care is received in the home, people often recuperate faster, are happier, and in-home care results in lower health care bills. Increasing the number of patients who receive in-home care lines up with the Centers for Medicare & Medicaid Services’ efforts to limit hospital admissions and readmissions.”

The Help Choose Home podcast series includes interviews with experts from all areas of the in-home care industry who explore such issues as knowing the difference between who is appropriate for home care and who is not, the many models of in-home care and who pays for each, and how the industry is regulated.

“We needed a way to help the public and the healthcare industry understand that home is the best place to receive and deliver care,” said John Olajide, founder and CEO of Axxess, a home healthcare technology company in Dallas that is underwriting the grassroots campaign. Olajide initiated the idea for the campaign.

To help spread the word, the campaign, which will eventually include videos, infographics and other communications, will rely on employees, membership organizations, business owners and others in the fast-growing in-home care industry, which employs approximately 2 million people.

“That’s where the National Association for Home Care & Hospice (NAHC), the nation’s largest home health trade association, comes in,” said NAHC President William A. Dombi. “Home healthcare has a vast footprint and we want to harness the social media power of that footprint.”

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About corecubed

corecubed is a full-service marketing and sales consulting firm specializing in helping in-home care businesses grow with innovative, industry-specific, integrated marketing and sales strategies and solutions. Our team members have extensive experience in home care, home health, and aging care operations, sales, and marketing. Further information can be found [here](#) or by calling 800-370-6580.

About Axxess

Axxess is today’s fastest growing home health technology company, improving care for more than 2 million patients in North America. Axxess provides an easy-to-use, complete suite of cloud-based software and services for any size home health organization to grow its business. Trusted by more than 7,000 organizations, Axxess

leads the industry in innovation with its best-in-class in-house software development team. Axxess also owns Home Health Gold, the industry's leading data analytics software company. Fostering a collaborative culture to exceed client expectations, Axxess is recognized nationally as a "Best Place To Work," while investing every day in growing the healthcare industry to address unmet needs and make lives better. To learn more about Axxess, click [here](#).

About NAHC

The National Association for Home Care & Hospice (NAHC) is the voice of home care and hospice. NAHC represents the nation's 33,000 home care and hospice providers, along with the more than two million nurses, therapists, and aides they employ. These caregivers provide vital services to Americans who are aged, disabled, and ill. Some 12 million patients depend on home care and hospice providers, who depend on NAHC for the best in advocacy, education, and information. NAHC is a nonprofit organization that helps its members maintain the highest standards of care. To learn more about NAHC, click [here](#).