

Network Membership Benefits

SeniorCare GuideBook:

ONLY Network members are included in the SeniorCare GuideBook

- Each Facility Network member receives one full or half page listing in the SeniorCare GuideBook created in a standardized format including photo, map and a checklist of services.
- Each Associate Member (non-facility Network member who offers services to seniors or services to providers) receives a listing of up to four lines of text in the Care Options Services for Seniors section of the GuideBook. Listings may include organization name, address, phone and website (no email). The listing may be placed in as many senior services categories as is applicable (ie Home Health Care is usually listed in Companion Services also).
- For additional cost: ONLY Network members may purchase advertising space in the SeniorCare GuideBook's Services for Seniors section for a reasonable fee. Advertising is available on Tab Pages by membership seniority. New members may be placed on a tab ad waiting list.
- Each Network member receives one or more copies of the SeniorCare GuideBook depending on the type of membership. Additional GuideBooks may be purchased at a reduced membership rate. This professional publication is over 525 pages of comprehensive information and has been referred to as the *Bible of the senior care industry*.

Newsletters & Reports benefit Network members by helping them stay Connected:

The Network emailings are sent to *over 2,500 senior care professional Network members* offering a great avenue to gain name recognition and help foster beneficial referral partnerships; **these are now also posted on our new website: www.careoptionsnetwork.org**

- All NEW Network members receive space on the front page of the Network Newsletter to post a New Member Announcement. This page should be printed and placed in your annual GuideBook to keep it updated with the 100+ new Network members that join annually.
- Network members write the entire Network Newsletter by emailing us newsworthy articles (at no charge) that we format into our weekly Newsletter.
- Members receive additional emails from us including the Employment Opportunities Newsletter and Vacancy Reports for Nursing Homes, Assisted Livings, Residential Care Homes and Senior Independent Living Facilities.
- Job ads may be posted in our weekly Employment Opportunities Newsletter for a nominal fee of \$95 per position advertised. The ad will run every week until the position has filled for a maximum of 12 weeks/issues.

Networking and Development of Referral Partnerships:

- We host networking opportunities, informational and social gatherings for "members only" by invitation. Don't forget to ask us about our annual GuideBook Socials (held every March) because you won't want to miss these outstanding networking events.
- We are available by phone, email or appointment to answer questions and provide introductions to potential referral partnerships. Our staff's combined experience and knowledge of the senior care industry is extensive.

The Network Website – Links your business with the professional referral sources & the Public

Our website provides comprehensive information at no cost to the public and **does not** require entry of any personal data.

- Our website features the SeniorCare GuideBook, Services for Providers Resources, The Network News, The Employment Opportunities Newsletter, Facility Vacancy Reports and comprehensive resources for both professionals and the public.
- Thousands of Network members are daily referring senior clients and families to www.careoptionsnetwork.org. The general information and exposure the website gives our Network members is included with membership; in addition, there are website advertising opportunities available.