



Are You Ready For the Biggest Opportunity to Hit Home Care?

GUIDE Program

What GUIDE Includes

1. Comprehensive Assessment & Care Plan
2. Caregiver training and education
3. Care navigation & coordination
4. 24/7 access to support line
5. Up to \$2,500 / year in respite care

FREE



Eligibility Criteria:

Clients Must...

- ✓ Have a dementia diagnosis or suspected diagnosis
- ✓ Be a traditional Medicare beneficiary
- ✓ Live in the community – including
 - Assisted Living / Memory Care
 - Independent Living
- ✓ Have an unpaid caregiver



Patients Ineligible for GUIDE:

Patients Cannot...

- × Participate in SNP Plans (special needs)
- × Be a Medicare Advantage enrollee
- × Live in long-term care
 - × Nursing home
- × Be enrolled in Hospice
- × Participate in PACE program

Medicare Advantage

Health Plan (99999): **999-99999-99**
Member ID: 999999999-00 Group Number: XXXXX

Member:
MEMBER SAMPLE [UHC Dental Benefits]

PCP Name: SAMPLE, M.D., PROVIDER Payer ID: xxxxx
PCP Phone: (999) 999-9999

Copay: PCP \$XX ER \$XX
Spec \$XX

99999-999-999

MedicareRx Prescription Drug Coverage	
RxBIN:	610097
RxPCN:	9999
RxGrp:	COS

Medicare Advantage (HMO)
Medicare limiting charges apply.

Why Home Care Agencies are Essential To GUIDE

- Most credentialed GUIDE providers do not deliver hands-on care
- Respite care must be delivered locally
- Home Care agencies make respite delivery possible for GUIDE providers



They Need Us!

Nailed It. Ready to Scale It!

From Referral Black Hole to Revenue Engine

What Happened

The Results

What We Did

Now Available

Short-Term & Long-Term Revenue Opportunities for Home Care Agencies

Thousands of patients in your community are eligible for GUIDE benefits NOW!



CMS recently mailed a bulletin to millions of eligible patients informing them about the GUIDE program.

6 – 7 million Medicare recipients

12 million caregivers influencing decisions

Roughly half of the people with dementia are undiagnosed

Mild cognitive impairment (MCI) affects 8 million seniors

This is a \$100B+ long-term services and support market

8 million+ future MCI pipeline

GUIDE Creates a New Federally Funded Referral Engine for Home Care!

GUIDE *Referral Opportunities*

You will
Receive
Referrals

Patient Direct Path



Patient Receives **GUIDE** Letter

Calls Credentialed
Provider



GUIDE Provider

Refers to
Home Care



You will
Generate
Referrals

Current Clients:
Low Hanging
Fruit!

Revenue Opportunities with GUIDE

Revenue Growth Respite Care

- \$2,500/client/year
- Renews annually in July
 - Opportunity in 2026 to generate \$5,000
- No cost to families
- Predictable utilization

GUIDE \$\$\$

Private Pay & Payers-Growth

- Add Hours
- GUIDE gets you “in the door”
 - Trust building with client and family
- Natural transition to ongoing care
 - Private pay
 - VA
 - LTC Insurance
 - Medicaid

Grow Hours from Current Clients

- Identify GUIDE – eligible clients
- Add 80+ hours/year per client
- No acquisition cost

Free Money

+ **Clients**
+ **Hours**
+ **Private Pay**
+ **Revenue**

\$1Million Dollar Opportunity!

2026 GUIDE Opportunity Calculator

Adjust the blue input cells to instantly update totals.

	Input	Calculated
Assumptions (Edit Blue Cells)		
Mar–Jun referrals per month	10	
Number of months until June	4	
Jul–Dec new GUIDE referrals per month	10	
Number of months from July - Dec	6	
Average GUIDE respite revenue per client	\$2,500.00	
Existing GUIDE respite revenue (Jul–Dec)	\$150,000.00	
Private pay conversion rate (of total new clients)	30.0%	
Converted clients: hours per week	12	
Private pay hourly rate	\$35.00	
Weeks per year	52	
Results (Auto-Calculated)		
Mar–Jun new clients		40
Mar–Jun GUIDE respite revenue		\$100,000.00
Jul–Dec new clients		60
Jul–Dec GUIDE respite revenue (new clients)		\$150,000.00
Total new clients (Mar–Jun + Jul–Dec)		100
Total GUIDE respite revenue (incl. existing Jul–Dec)		\$400,000.00
Additional private pay revenue (converted clients)		\$655,200.00
Total Revenue (GUIDE + Private Pay)		\$1,055,200.00

Consider This...

- Respite budget renews on July
 - Opportunity to bill \$2500 before July, 2026 for respite care
 - Potential for an additional \$2500 in revenue in 2026 per GUIDE Client
- Based on 10 referrals a month
- Add private pay hours is potential – Goal is to convert 30% to at least 12 hours per week

Why Does Home Care Need a Credentialed Medicare Partner?

Credentialed
Medicare
GUIDE Provider



Home Care
Agency
-YOU



Home care agencies are not
Medicare-certified

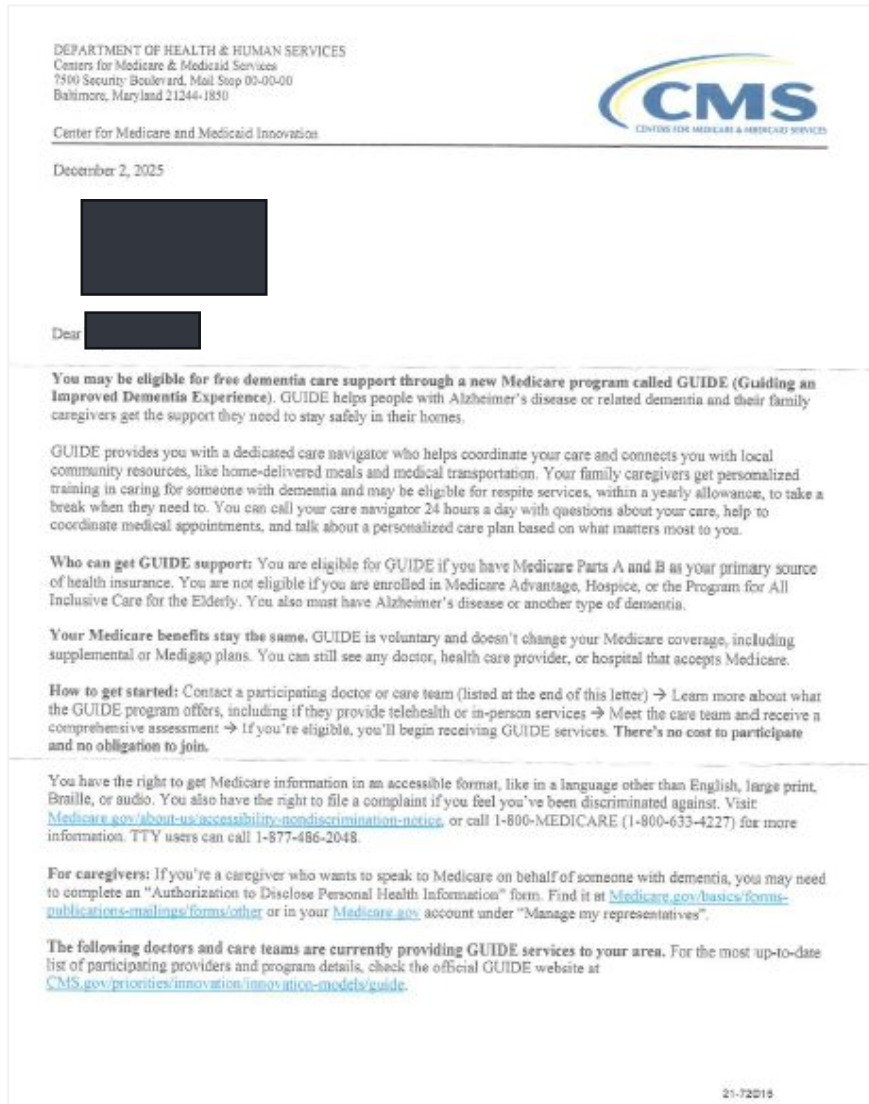


GUIDE requires Medicare billing &
care management infrastructure



CMS has strict compliance & reporting
requirements that must be adhered to

CMS Letter to Patients



Sense of Urgency – Cat's Out of the Bag!

- Patients are asking their HC providers about GUIDE now!
- Opportunity to Educate the community
- Position yourself as a **GUIDE-Ready Provider**
- Drive Referrals to provider partner
- Receive referrals from provider partner

Debbie Miller

Home Care Agency Owner
Founder & CEO of 52 Weeks Marketing
Founder, Helper Heroes



52weeks[®]
marketing



Jim Gera

Co-Founder and CEO of Harmonic Health



Harmonic
Health



**GUIDE-Ready
Respite Provider
Program**

Purpose-Built Partnership:

Where Marketing Expertise and Medicare GUIDE Execution Align



Why Get Certified as GUIDE-Ready?

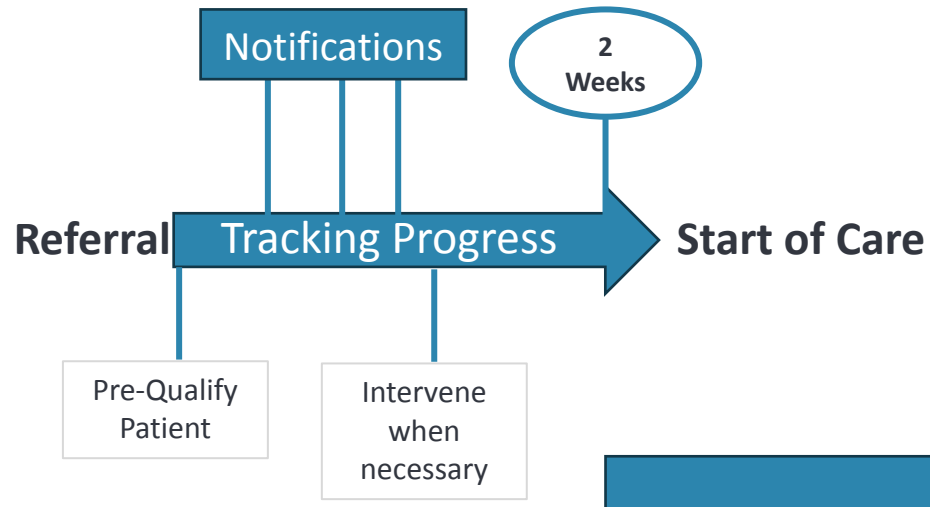
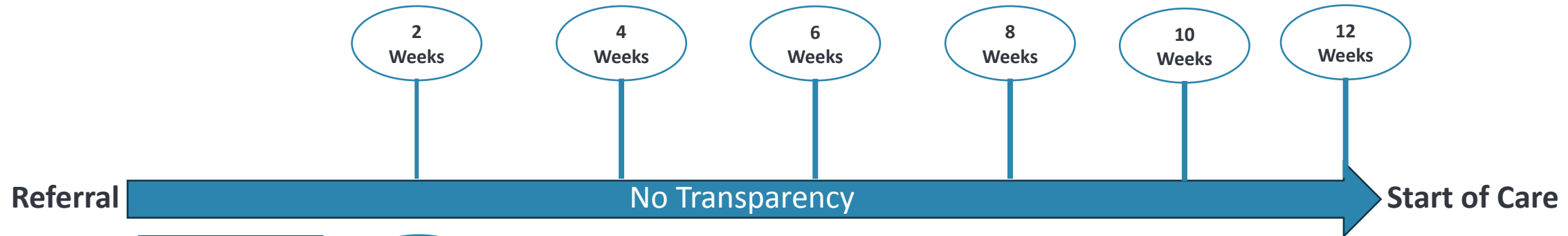
This is a Turnkey Model

- ✓ We **train** you on how to capitalize on this million-dollar opportunity
 - ✓ Clear expectations and training for your team
- ✓ **Connected** to a Certified GUIDE Provider
- ✓ Easy onboarding with powerful **technology platform**
 - ✓ Fast referral processing and authorizations
 - ✓ Tracking dashboard to monitor client progress and respite dollars
 - ✓ Simple billing process
 - ✓ Quick Pay System
- ✓ **Marketing** Starter kit – promotional material & print shop
- ✓ Ongoing marketing **support and coaching**



GUIDE-Ready – An Expedited Care Model

Traditional GUIDE Providers vs. GUIDE-Ready Model



What It Means to Be “Certified GUIDE-Ready”



Deliver	Deliver quality respite care – start care quickly
Training	Complete the training modules, including your staff
Support	Provide support and understanding to caregivers
Educate	Educate the community about the GUIDE program
Follow	Follow referral workflows
Generate	Generate at least 5 referrals a month

Referral Flow

Identify → Educate → Validate → Enroll → Deliver

1. **Identify** caregiver caring for a loved one with dementia
2. **Educate** family caregiver / client about GUIDE – capture information
 - Caregiver full name and contact info
 - Patient full name
 - Patient DOB
 - Patient Medicare #
3. **Validate** GUIDE eligibility criteria
4. **Enroll** patient referral to Harmonic Health portal
5. Set up referral / client shell in Wellsky/Axis Care and **tag** (GUIDE - Harmonic)
6. Monitor patient progress thru portal – respond to alerts - “non responsive”
7. HC agency receives respite authorization and coordinates respite care schedule with client/caregiver and **delivers** care



Marketing Your GUIDE-Ready Certification



GUIDE Creates a New Federally Funded Referral Engine for Home Care!

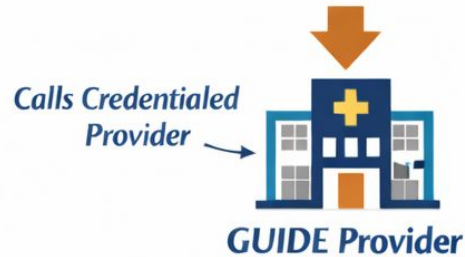
GUIDE Referral Opportunities

You will Receive Referrals

Patient Direct Path



Patient Receives **GUIDE** Letter



Refers to Home Care



Community Outreach Path



Education & Outreach to Community & Providers

Generates Referrals



Home Care Agency

Submits Referral to **GUIDE** Provider Partner

Provides Respite



You will Generate Referrals

Current Clients: Low Hanging Fruit!



Positioning

“This is a CMS-funded dementia support program that provides caregiver support, education, and annual respite care at no cost to families. I’m a certified GUIDE-Ready Respite Provider.”

Marketing Through Education – Strategic Focus

1

Current Clients

- Notify
- Educate
- Pre-qualify
- Enroll



2

Direct to Consumer / Families

- Educate
- Pre-qualify
- Enroll



3

Community Marketing – Referrers

- Educate
- Mobilize
 - Identify
 - Refer





Who You Will Educate in the Community

- Physicians & clinics
- Hospitals & SNFs
- Senior living communities
- Associations, Churches
- Financial / Elder Law Professionals

Everywhere you visit and everyone you talk to, who interacts with seniors and their families!



 Debbie Miller



Search Site



Recently Viewed

 Flyers

 Certified GUIDE - Ready Respite Provider Program - KIT

Flyers

All Products / Flyers

Sort by Default



Client Letter



GUIDE CMS Flyer



GUIDE Introduction Flyer

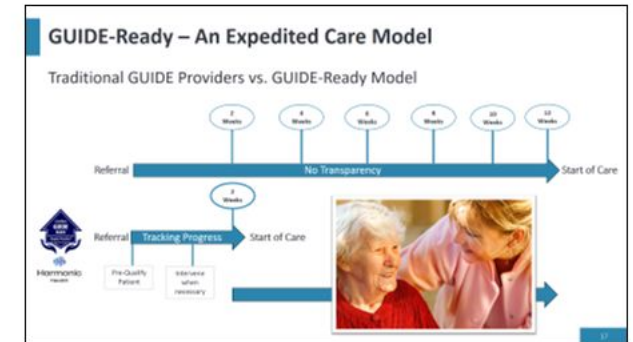
Presentation – Educating the Community

- Create opportunities to present to your referral sources
- Slide deck available with speaker notes!

“I just got off the phone with Dylan. That presentation could not have gone any better. I've given a lot of presentations in my professional life and I've NEVER had people react quite like that. I could literally see the amazement and relief on their faces. What I did NOT expect was their enthusiasm to refer families to me who can't afford care.

To say this is a game changer for us and for our community is a gross understatement. Thank you, thank you, THANK YOU!”

Pilot
Participant



This slide shows why the GUIDE-Ready model delivers care faster and with far less uncertainty. In the traditional GUIDE referral process, referrals often went into a black box. Once submitted, there was little visibility into where the patient stood. Families and referrers waited weeks — sometimes months — without updates, and many didn't know if care would ever be approved.

With the GUIDE-Ready model, that changes. Because we are GUIDE-Ready and connected through a dedicated platform with our credentialed GUIDE partner, we have visibility into the approval process. Before submitting a referral, we can pre-qualify the patient, often giving families a yes or no upfront instead of asking them to wait for a denial later.

That transparency allows:
*Faster engagement with a care coordinator

What It Means to Be “Certi



Introduction to GUIDE

GUIDE = Guiding an Improved Dementia Experience

disappear.
s — better communication,
s sooner — and help faster!

60-Day Roadmap to 15 – 25 Referrals

Week	Primary Target	Key Actions
Week 1	Internal + Current Clients	Team huddle, dementia client list review, family screening calls, pre-qualification calls
Week 2	Home Health Agencies	Case conferences, visit conversations, clinician education and mobilization
Week 3	Hospitals	Discharge planner meetings, care transitions huddles
Week 4	SNFs / Rehab	Lunch-and-learns, discharge pathway discussion
Week 5	Senior Living (IL/AL/MC)	Executive meetings, family workshops, materials for families to pick-up
Week 6	Physician Practices	Office / referral managers, care manager meetings, referral workflows
Week 7	Associations and Elder Focused Professionals	AAA, ADRC, Alzheimer's Association, elder law
Week 8	Follow-Up & Scale	Recurring meetings, success stories, referral tracking

What's in it For You?



FREE!



Virtual Medical Clinic with Robust Systems

Training and Marketing Blueprint for success

Best in Class Software Platform

Customizable Marketing Materials and Print Platform

Dedicated Success Manager

Ongoing Marketing Support and Webinars

Partners ← **What's in it For Us?** → **Exposure**

Next Steps – Process for Partnership & Certification

1. Click on Link – Watch Intro Video & Click on **I'm Ready to Get Started**
2. Sign the Partnership Agreement with Harmonic Health
3. Receive link from Harmonic – Medicare Fraud Check (SSN)
4. You will receive a link to the Training Portal – same platform
 - Have your team register for program and complete all sessions

1. **Guide Foundations**
2. **GUIDE-Ready Operations and Delivery**
3. **Community Education and Referral Activation**

➔ **QUIZ**

5. Gain access to materials you can print and utilize for marketing with the Certified GUIDE-Ready Respite Provider logo (Print Shop available)
 - Link to professional printer partner – Personalized branding and print copies shipped
6. Click on link to schedule onboarding with Harmonic platform (Navigator)
7. Join the GUIDE Growth Marketing Club – free!





Get a Headstart in Your Community



<https://tinyurl.com/joinguideready>

52weeks[®]
marketing

Turn-key Marketing
System for Home Care



HELPER
HEROES

Virtual Schedulers,
Recruiters, On-Call,
Billing/Payroll



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