



FAQs of Clients

Where do you find the caregivers?

We maintain and have access to over 20,000 qualified caregivers throughout the US. In some cases, we turn to advertising and other networking channels. We know who we are looking for and where to find them, and this gives us a leg up in recruiting the very best caregivers for our clients.

Do I have to pay taxes on caregiver's wages?

In most cases, depending on the facts and circumstances in each case, you may be considered the caregiver's employer (as opposed to an independent contractor) and be required to pay federal and state employment related taxes. That said, in the case of private individuals employing domestic help, it is a very easy process (unlike rules that apply to businesses) which involves one additional form at tax time. You simply claim the wages paid to domestic help (i.e. the caregiver) on Form 1040 H and the related applicable State form and pay over the tax when you file your tax returns. Moreover, we have an Accountant on the Corporate Staff that answers all questions you may have regarding tax compliance and how to comply with the tax rules.

How do I know that you are doing background checks?

We never place a caregiver on a case without the caregiver having passed a rigorous vetting process (including a background check) in line with the best practices of the senior care industry. We keep copies of each placed caregiver's background check report, which you may request at any time.

What if I am unhappy with the caregiver and I want to fire her/him?

Our clients have the right to quality home care, and if the caregiver is not meeting expectations for whatever reason, you have the right to discontinue their service. In such cases, we have an obligation to replace that caregiver at no additional cost to you, per our 90-Day Satisfaction Guarantee. Your Hallmark Care Coordinator is available post-placement to field all questions and concerns related to the care and best management practices of caregivers to help minimize the likelihood of caregivers falling short of their duties.

What happens if the caregiver doesn't show up for a shift?

There are few, if any, legitimate reasons for a caregiver to "no-show." That said, it's important for you to have a backup plan in place (and we help you with that too) in the unlikely event the caregiver doesn't show up. A no-show during the first 90 days of service will likely result in termination, and our 90-Day Guarantee will cover the replacement of the caregiver.

Do you perform in-home consultations?

Hallmark's care consultation is done telephonically. Our Care Coordinators are senior care veterans who know what questions to ask and what information to gather in order to facilitate a great client/caregiver match. Our Care Coordinators have had many years of experience doing in-home consultation so they know what to ask and look for, and telephonic care consultation suffices in most cases.

What is the purpose of a telephonic Consultation performed by a Hallmark Care Coordinator?

The primary goal of the care consultation is to understand the physical and emotional condition of your loved one(s) and your desired service needs so that the appropriate caregiver in terms of experience and credentials is selected for placement.

How do I pay the caregiver(s)?

Generally you simply write your caregiver(s) a personal check for the gross amount of pay. We discourage clients from paying caregivers in cash. Some clients pay their caregiver weekly, others bi-weekly.

What happens when a caregiver is sick or takes vacation time?

Since HHC's affiliate company is The Senior's Choice (TSC), we have access to hundreds of traditional senior care agencies throughout the country. In some cases, a TSC agency will be nearby, and in other cases, we will establish a relationship with other 3rd party Agencies who can help by providing emergency fill-in care in the case of a caregiver who becomes sick or goes on vacation. Another option is for your Care Coordinator to work with you on the front end of the engagement to arrange for substitute caregivers (perhaps relatives, friends or neighbors) who are prepared to help out in a pinch.

How do you work with family members, Geriatric Care Managers (GCMs), Guardians, or other parties involved?

At the outset of the Care Coordinator's contact with you during consultation, she'll ask who else, if any, are involved as decision-makers, so that all parties are communicated with early in the process.

What is the purpose of the Client Handbook and when do I receive it?

The Client Handbook is a comprehensive collection of the best practices with respect to interviewing, selecting and managing caregivers and contains numerous forms and other tools and resources. Summaries of certain sections are delivered to you by your Care Coordinator once you hire us, and the full version is delivered after the caregiver is placed in the home and all fees are paid.

What happens if the caregiver gets hurt on the job?

Part of the HHC placement process involves providing you with guidance in putting a Worker's Compensation policy in place. This is easily done via your homeowner's insurance policy, or in other cases, we have a 3rd party Insurance Agent in your State of residence who can write this for you for a very nominal cost. When in place, all parties are protected in the case of an injury "on the job."

Is the caregiver aware of what to do in an emergency?

Yes. We only place experienced and credentialed caregivers who are well versed on emergency protocols in terms of calling 911, and equally importantly, what *not* to do in these situations.

Do you accept other payor sources apart from private pay?

Yes. Families and seniors can use such sources as VA benefits and Long Term Care Insurance to pay for their caregiver services.

Can you place a caregiver with residents who live in a facility (Hospital, Assisted Living, etc)?

Yes we routinely place caregivers into institutional settings.

Do you do reference checks?

We have experienced Caregiver Recruiters and Staffing Coordinators on our Corporate staff who always conduct thorough professional reference checks in order to determine a caregiver's worthiness of being placed on a case.

How is the “Hallmark model of care” so affordable and generate such huge savings in contrast to competing Agencies?

The reason you are able to save so significantly with our direct-hire model of care is simple – we cut out the middleman (namely, the agencies) so the caregiver works directly for you, without short-changing or compromising the quality of care. By side-stepping the huge agency overhead and profit margins – and instead compensating caregivers directly – you will be paying 35%-50% less than you would normally pay a senior care agency. Of equal benefit and importance is that our model allows your caregiver to earn a 30% higher hourly wage (or more) which arguably attracts a more qualified caregiver and helps significantly in caregiver retention. That’s a win-win situation for both you and your caregiver. You will recoup our nominal one-time placement fee very quickly (3 months or less depending on billable hours per week) while experiencing significant ongoing monthly savings compared to most of the alternatives. Moreover, unlike hiring a caregiver on your own or using a registry, you’ll rest assured knowing that your loved one has benefitted by experienced and knowledgeable care consultation with one of our veteran Care Coordinators, your chosen caregiver is fully insured and professionally screened using the “best practices” of the senior care field, and you’ll be enjoying more control, consistency and longevity of care.

What support system is in place for the caregiver if there are issues/concerns in within the home?

Just as you have access to your Care Coordinator before, during and after the placement process, so too do caregivers have post-placement access to our veteran Staffing Coordinators. Caregivers are welcome to call or email our Corporate office any time for assistance.

How long does it take to staff a case?

We are committed to making a successful and timely caregiver placement within one week’s time or less and understand that in most cases time is of the essence. In major metro markets, placement timeframes are less than in rural areas. We have placed multiple caregivers on a 24/7 engagement in as little as 24 hours, but in most cases it takes a few days. If the client has care needs that simply cannot wait, then the Care Coordinator finds substitute caregivers who are prepared to fill in until the desired caregivers can be placed.

What happens if caregivers don't claim wages and pay taxes on their wages?

You are required to issue a W-2 or 1099, as applicable to the caregiver, at the end of the year, but you are not responsible for caregiver taxes should they not pay.

What about pets in the home?

Part of the matching process involves determining whether the caregiver is comfortable with pets in the home, and if so, what kinds of pets. This information is added to the criteria when recruiting caregivers for a specific case.

What are the minimum requirements for a caregiver?

We only place totally committed, highly qualified and carefully selected caregivers who are generally board certified or credentialed (e.g., RN, CNA, PCA, LVN, LPN, CCA) and can provide assistance with such activities as errands, transportation to doctors, medication reminders, housekeeping, laundry, grooming, dressing, bathing, and more. We have rigorous screening practices which all applicants go through, focusing on experience, attitude and aptitude. Most importantly, each and every caregiver must be a professional, dependable, warm and caring person. Many have extensive experience caring for Alzheimer’s and dementia patients. Specifically, the minimum qualifications of caregivers placed by Hallmark Homecare include:

- Two years (or more) of hands-on experience
- Professional certification (RN, CNA, PCA, LVN, LPN, CCA or equivalent)
- Legal ability to work (Proof of legal residency, green card, social security card, picture ID, etc.)
- Criminal background check with a seven year look-back
- Verification of professional references
- No state board or other disciplinary actions
- Clean driving record
- Current health certificate (TB clearance, Hepatitis B screening, etc.)

How long has Hallmark Homecare been providing services?

We began our caregiver placement services in 2012. Our affiliate The Senior’s Choice, the nation’s largest membership network of senior care agencies, has been in senior care since 1999 and has served tens of thousands of seniors, helping them remain independent in their homes and enjoy a life of dignity that they so richly deserve. Hence, the HHC team is comprised of industry veterans with vast experience.

Do you require a deposit before you begin the caregiver recruitment process?

Yes, we collect a \$500 “refundable” advance in order to begin our placement process. This advance is applied in full to the total placement fee at the time of placement.

Can I request a different caregiver if I am unhappy?

Yes, the caregiver works directly for you, so you are in control of situation. In the event that you terminate a caregiver for whatever reason within the first 90 days of service, HHC is obligated to replace the caregiver(s) timely for no additional fee (as provided by our Satisfaction Guarantee Policy). Historically, a senior and their family will know if the caregiver is good match within the first 2-3 weeks of service, so our 90-day guarantee is quite sufficient.

Is HHC rated with the Better Business Bureau?

We are rated A+ by the BBB, with no client, caregiver or franchise partner complaints.

Does HHC accept Medicaid or Medicare?

No. Medicare does not cover the cost of care services if performed in the home, and we do not accept Medicaid clients.

What insurance does HHC carry on the placed Caregivers?

We carry a Professional Liability Insurance policy for the benefit of our placed caregivers, and the cost is borne by HHC. The policy covers any allegations of caregiver negligence that may have caused injury to the Client.