Home Health Care Call Script

Pertinent Info:

**Typical Job Titles:** Director of Nursing Services, Nurse Administrator, Patient Services Administrator (or anyone who is responsible for the nurses in the field)

**Key Market Challenges:**

- Stricter Medicare and Medicaid regulations demand more accurate proof of service
- Rising operational costs from overtime hours
- Effective communication and coordination between mobile nurses and their offices
- To reduce existing labor and operational costs associated with managing field workers (time keeping, mileage, reporting, etc.)

**The Goal:** To get the appointment. This call is not to share all the benefits—it is designed to get in front of the prospect.

**Script:**

This is ____________ (your name) with (your carrier). I don’t believe we have spoken before; however we have been working with customers in the home health care arena for many years. Some of the chief concerns we are hearing lately from other directors (job title) is the cost of overtime, the challenge of documenting actual time worked, their need to provide accurate proof of service, managing nurses in the field, nurse safety, and managing the paperwork involved in patient reporting.

We have been able to help our customers address these issues with Comet Tracker - a simple, cost effective solution, available on most mobile phones. Do you have about 30 minutes next Tuesday at 3 pm?

**If YES:**

Set up appointment-fill out appt sheet.
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If NO:

I understand your time is important. Would it be ok to email you a little more information just for you to review?

- Get email address
- Send email template
- Follow up in 3 business days

If they ask more questions: “Great question. Our solution, called Comet Tracker, runs on high speed data networks on most devices and smart phones, and allows our customers to supervise and coordinate employees in the field, in real time. We've helped many healthcare companies improve accountability, promote nurse safety, decrease overtime, and improve overall efficiency.”

Resources:

Case Studies
Customer Presentation
Actsoft Representative