

OCEAN CODE HOME CARE. LLC

Outreach & Client Acquisition Guide — Greater Boston Area

1. FACILITIES TO CONTACT TODAY FOR CLIENTS

Call these facilities and ask to speak with the **Social Work or Discharge Planning department**. Introduce Ocean Code as a home care partner for patients transitioning home.

Facility	Why Contact	Department to Ask For
Boston Medical Center 617-638-8000	Largest safety-net hospital in NE; serves Dorchester, Roxbury, Mattapan	Social Work / Discharge Planning
Beth Israel Deaconess Medical Center (BIDMC) 617-667-7000	Major academic hospital; high discharge volume	Social Work / Care Management
Brigham and Women's Hospital 617-732-5500	High referral volume; active home care pathway	Discharge Planning
Milton Hospital (BIDMC) 617-696-4600	Serves Milton/Dorchester border; close to 77 Greenwood St	Social Work
Mass General Hospital 617-726-2000	Largest hospital in Boston; broad referral network	Case Management / Discharge Planning
Central Boston Elder Services 617-510-5700	ASAP — state-contracted; connects elders to providers	Outreach Team
ETHOS (Jamaica Plain) 617-522-6700	Serves JP, Roxbury, South End; community elder services	Care Coordination

2. PHONE CALL SCRIPT

Use this script when calling hospital social work or discharge planning departments:

"Good morning/afternoon, my name is Victoria Huell, and I'm the owner of Ocean Code Home Care, LLC, a home care agency serving Boston and the surrounding communities. I'd love to speak with someone in your Social Work or Discharge Planning department about partnering with you to provide home care services for patients transitioning home after discharge. Could you please transfer me or let me know the best way to connect with that team?"

Follow up with: A copy of Ocean Code's Agency Overview sheet and a request to be added to their preferred home care provider list.

3. FREE PLATFORMS TO RECRUIT CAREGIVERS

Platform	Cost	Notes
Indeed	Free (basic)	Already active — you have an active posting. New accounts get \$75 sponsored credit.
ZipRecruiter	Free trial	Already receiving candidate matches (e.g., Samira Jeune applied June 27).
Facebook Jobs	Free	Post directly from your Ocean Code Facebook Business page.
Craigslist Boston	Free	Post under 'Healthcare Jobs' at boston.craigslist.org .
Idealist.org	Free	Attracts mission-driven caregivers interested in community work.
LinkedIn	Free (basic)	Good for finding certified HHAs and CNAs in the Boston area.
Handshake	Free	Reach nursing/healthcare students at Boston-area colleges.

4. FREE PLATFORMS TO FIND CLIENTS

Platform	Cost	Notes
Care.com	Free (basic listing)	Families actively search for agencies here. Claim your free profile.
Caring.com	Free basic profile	High-traffic senior care directory — seniors and families search here.
MeetCaregivers.com	Free	Massachusetts-specific. Directly connects clients to home care agencies.
A Place for Mom	Free to list	One of the most-visited senior care referral sites in the US.
Google Business Profile	Free	Already have one — update July 4th hours (Google emailed you about this!).
Yelp for Business	Free	Claim/optimize your listing to appear in 'home care near me' searches.
MassOptions.org	Free	State referral directory — register Ocean Code to receive state referrals. Call: 1-800-243-4636
Home Care Alliance of MA	Free basic listing	thinkhomecare.org — adds credibility and referral access.

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