**Marketing Update**

1. **Support Ticket Update –** In recent months the marketing department has received many e-mails requesting help. Some of these e-mails get lost, but support tickets don’t. If you can please use the ticketing system when submitting request that would help reduce the confusion and e-mails going back and forth. Thank you in advance for your understanding.
2. **Marketing Webinar – Recruiting With MyCNAJobs** – As part of our ongoing Caregiver Centric strategy, we are featuring the #3 most widely used caregiver recruiting platform according to Home Care Pulse. This month, Maggie Keen of MyCNAJobs will take over the marketing webinar series to demonstrate what’s new with MyCNAJobs. If you are one of the many franchisees struggling to fill shifts, then this webinar is a must. We currently have 37 locations using MyCNAJobs and we hope to increase this number as it has become a viable source for recruiting caregivers in nearly every market across the nation. [Please click here](https://register.gotowebinar.com/register/8918202999150214160) or the link below to register: Date: May 14th at 9:00am PST <https://register.gotowebinar.com/register/8918202999150214160>.
3. **HCAOA Annual Leadership Conference** - <https://www.hcaoa.org/annual-leadership-conference.html>. Interested in participating in this year’s conference, please log into your HCAOA account and sign-up today. By the way, every franchisee has their own unique login for the HCAOA website.  The “Username” is your e-mail address.  If you have not logged in, you will need to create a password.  Just select the “Password Reset” link on the login page to proceed through the steps of creating a new password using your e-mail address.  If you have any issues with logging in, please let me know.
4. **New Marketing Materials –** Although we are making progress on the battle with COVID-19, we still have some time before we hit immunity in this country. With that being said, we expanded upon our materials for the rapid test kits. We now have a consumer facing rack card, a recruiting flyer and a referral partner flyer. All three materials can be found at this link: <http://xbjae.vfyqk.servertrust.com/category-s/127.htm>.
5. **Marketing Website Password –** This week we changed the marketing website password. The new password is Mktg365! Please do not share this with outside organizations as there are sensitive documents within this platform.
6. **Caregiver Portal Reminder** – In December we had lots of franchisees that chose to use the caregiver portal. What we are waiting for is for you to fill out the caregiver form to populate your portal. Once we get that in hand it takes about a week to transfer that information to your portal. Please take a few minutes to fill that information out and let’s get that portal working for you. If you are interested in implementing the caregiver portal, please contact me directly and I will be happy to get you started.