



Kupuna Care Pair

Helping families to sail above the silver tsunami

User Guide for ARCHs



Welcome to Kupuna Care Pair!

Thank you for joining our online community of care homes! It's my goal that the marketplace will help to fill your vacancies (and mine) more quickly and cheaply than we do with the status quo.

Filling vacancies with a website is not a new idea. Many referral agencies have tried and failed, because they wanted to control the flow of information & communication in order to protect their commissions. But families are smart, and they can detect when something feels incomplete or hidden from them.

We are different. Kupuna Care Pair returns the power of marketing back to you. You get to control your own story, and communicate with families directly. And unlike referral agencies, our fees are a reasonable fraction of their prices.

We want to give a special thanks to Wannette Gaylord, John McDermott, XLR8HI, Stephanie Hsu, Alita Charron, Helen Nakano, Norine Wong, Sudokrew, and the countless care facilities, social workers, and families who have influenced and supported our development.

We launched the marketplace in November 2021, and we are constantly working to improve it. If there are any problems or features that you wish to see, please get in touch!



A handwritten signature in black ink that reads "Todd Pang". The signature is fluid and cursive.






Todd Pang

Founder, Kupuna Care Pair
President, Caring Manoa

Kupuna Care Pair User Guide for ARCHs

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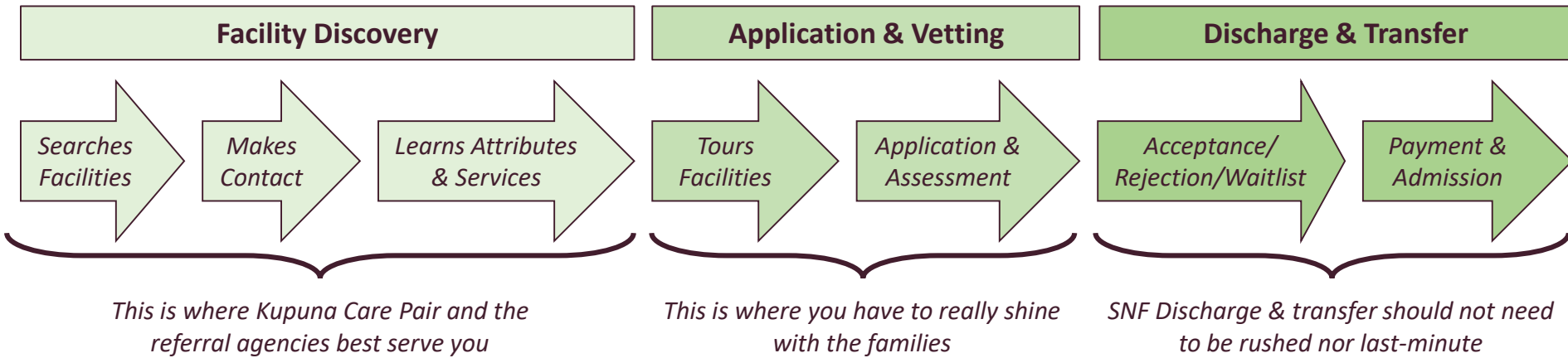
Great Price, Even Better Value

| |  Kupuna Care Pair |  CareSift FOR SENIORS FOUNDED IN HAWAII |  Kupuna CARE CONNECTION |  Elite CareFinders |  Always Best Care senior services® |
|---|--|---|---|---|--|
| Placement fee (% of 1 st month's rent) | 10% | 50% | 33.33% | 50% | 40% |
| Residents hand-held during search process | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Residents are a good fit | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Direct communication with families, you control your home's story | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You can browse for prospective residents | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You get fast referrals | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You get an online presence without needing a website | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> <i>(no direct contact)</i> | <input type="checkbox"/> |

We cut out the agencies that block the flow of information. We can quickly get you more leads, and families come to you directly. Social Workers also post listings of prospective residents for you to consider.

The Role of Outside Help for Your Sales

Looking at a Resident's Typical Journey Toward Admission



Current Process

- Families blindly call all care homes
- Discovering info takes long, repeated on every call
- Families overwhelmed, turn to referral agencies



With Kupuna Care Pair

- Families find you based on search criteria
- Families understand your home before calling
- Families feel confident, contact you directly



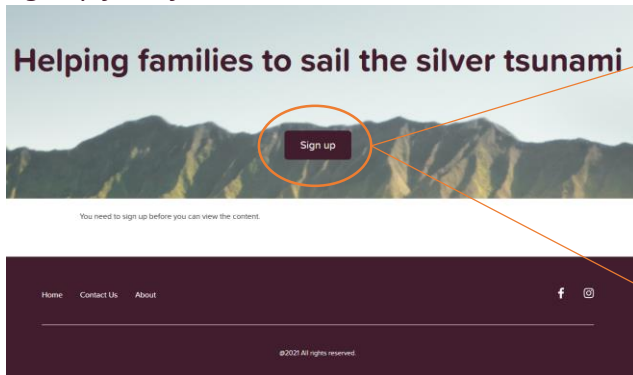
Even the referral agencies suffer from the same problems of the current process as families & social workers. Kupuna Care Pair benefits **everyone**, even the referral agencies!

Getting Started on the Marketplace

Creating a Basic User Account

Before creating your home's page, you must create a basic account first

Step 1: go to <https://marketplace.kupunacarepair.com> and sign up for a free account.



Please create a free account to access the Kupuna Care Pair marketplace. Mahalo!

Email address

First name

Last name

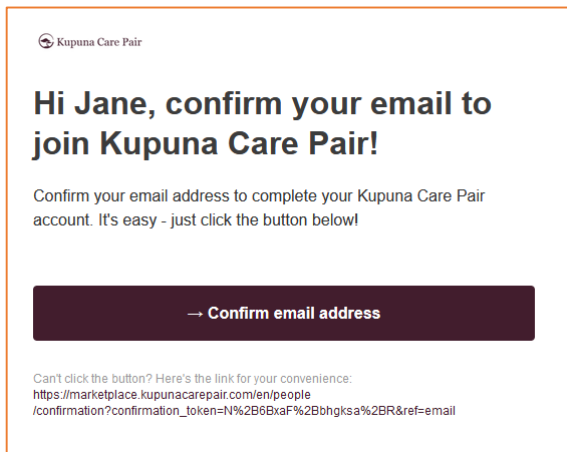
Password

Confirm password

I accept the Terms of use and Privacy policy

I agree to receive occasional emails from the Kupuna Care Pair team and understand that I can change my mind at any time

Step 2: enter your information, create a password, and agree to the terms & privacy policy, then create account.



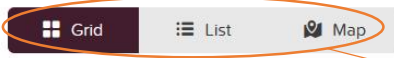
Step 3: check your email for a message to confirm your address.

Once you confirm your email address, you will be redirected to the marketplace listings page.

Navigating the Listings Menu

Search Bar
Search by name or location

All Listings
Return to the main listings page



View
You can view listings in a grid, list, or map

Distance from Location
Shows proximity to location searched for

- ALL CATEGORIES**
- ADULT DAY CARE/DAY HEALTH
 - INDEPENDENT LIVING
 - ASSISTED LIVING
 - CARE HOMES
 - FOSTER FAMILY HOMES
 - NURSING FACILITIES

Price

Min: 0 Max: 11000

Year Established

Min: 1970 Max: 2022

Licensed capacity

Min: 1 Max: 30

Bed Availability

Availability Now

No Vacancy

Duration of Services

Short-term respite

Long-term with hospice

Hospice only

Long-term without hospice

Physical Amenities

Private bedrooms

Shared bedrooms

| Name | Price / month | Distance |
|---------------------------------------|---------------|-----------|
| Aloha Care Home | \$5,000 | 0.3 miles |
| Manoa Cottage Tree | \$8,000 | 2.4 miles |
| Manoa Cottage (Jonathan Shim) | \$8,000 | 2.4 miles |
| Sebastian's ARCH LLC | \$2,200 | 2.4 miles |
| Cora's | \$4,000 | 2.6 miles |
| Beckwith Manoa Senior Care (TJ Young) | \$7,200 | 2.6 miles |
| Caring Manoa | \$9,000 | 2.6 miles |
| STS Adult Foster Svc | \$6,500 | 2.7 miles |
| Bala, Leticia | \$3,700 | 2.8 miles |
| (Unlabeled) | \$6,500 | |
| (Unlabeled) | \$0 | |
| (Unlabeled) | \$4,750 | |

Filter Bar
Users can find your home by desired criteria. (It's no longer a disadvantage for care homes that start with the letter "Z"!!)

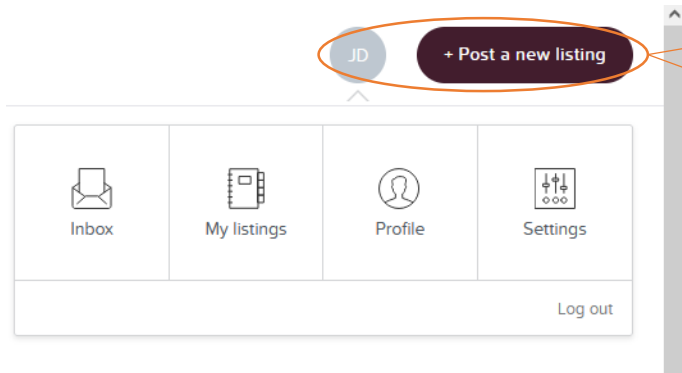
To reset the filters, unclick everything, or click on 'All Listings' above.

Account Owner
You can choose to put your own name, or the company name

Creating Your Home's Listing Page

Your home will have its own page (called a "Listing") much like a Facebook profile.
If you have multiple homes, please complete a listing for each home.

Step 1: at the top right corner, click on "Post a new listing" to start to create your home's listing. You can also hover the mouse over your initials to see the menu bar.



Select category

- Adult Day Care/Day Health
- Independent Living
- Assisted Living
- Care Homes
- Foster Family Homes
- Nursing Facilities

Step 2: select your type of care facility, then the form will appear.

Fill out as much information as possible. You can always edit your listing as information changes

Listing title*

Price

 \$ per month

Detailed description

i You can format your description using Markdown. If your description contains YouTube links, the videos will be shown below the description.

Year Established*

Licensed capacity*

License Number*

Bed Availability*

Duration of Services*

- Short-term respite Hospice only
 Long-term with hospice Long-term without hospice

Physical Amenities*

- Private bedrooms Internet/WiFi

Complete a separate listing for each licensed home. Fill out the form honestly. Incorrect info will only hurt your reputation once people discover it!

- **Listing title:** - Please add your home's licensed name as OHCA shows it
- **Price:** - Your minimum base rate. If you do not want to disclose it, put "\$0"
- **Description:** - Say something that will attract people to your home!
- **Capacity:** - (if you have multiple homes, this is for that specific location, not total for all homes)
- **Availability:** - **Very** important! If you have vacancy, select "Availability Now"
- **Duration:** - Check all that apply
- **Amenities:** - (Fire alarm not the same as smoke detectors)
- **Staff Ratio:** - If you do not want to disclose this, put "N/A"
- **Languages:** - Only select ones that you can have at least basic conversations
- **Payment type:** - Even if you check a box, you can still reject those payment types at any time
- **Location:** - Your home's full address so people can find it with a location search. If you don't want to list the home's address, put the address of your office or contact location
- **Images:** - Photos of your home, your staff, food, activities, and anything else. Make sure to save these photos for the future

Once you finish, click "Submit for review" and we will follow up to:

1. Make sure you're an actual licensed care home
2. Send you our services agreement to review and sign
3. Double-check for errors
4. Make suggested edits to maximize your success

If there's other info that you think we should include about homes, please let us know!

i All listings on Kupuna Care Pair will be reviewed before publishing. Once your listing has been approved, you will be notified by email and it will be visible to all.

After you submit the form, you will be redirected to your listing's page

Aloha Care Home

Your listing must first be approved before it appears on the marketplace



\$5,000 per month

Listing is pending approval

Edit listing

Close listing

Delete listing

You can always edit your listing as needed



Jane Doe

You can add your own profile picture



We are the best care home in all of Hawaii!

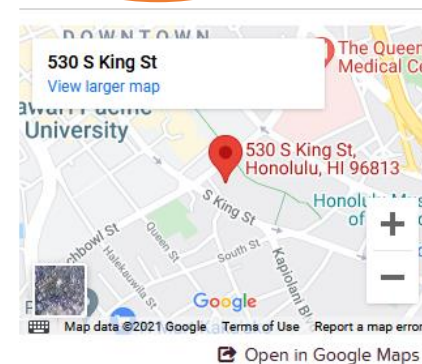
Year Established: 2022

Licensed capacity: 5

License Number: 2021-C

Bed Availability: Availability Now

Duration of Services:



At this point you can create additional listings for multiple homes

Finalize Your Listing

Before your listing goes “live,” you must sign our Service Agreement

Click

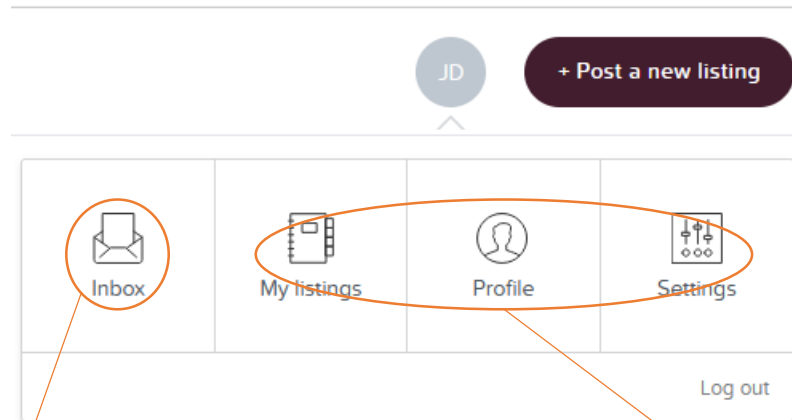
[HERE](#)

to e-sign our Service Agreement

Once you sign, we will review within 24 hours and your listing will be live and ready to accept prospective families

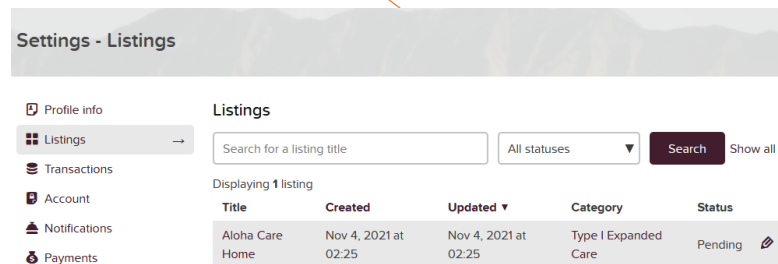
Account Menu Bar

Change your settings and communicate with prospective residents' families



To see all conversations from prospective residents' families.

When a family messages, you will also receive an email notification.



View your care home(s) and their posting status; change your settings.

Resident Booking Flow

How a family uses the marketplace

Searches facilities, filters by criteria

Grid

ALL CATEGORIES

- ADULT DAY CARE/DAY HEALTH
- INDEPENDENT LIVING
- ASSISTED LIVING
- CARE HOMES
- FOSTER FAMILY HOMES
- NURSING FACILITIES

Price

Min: 0 Max: 1000

Year Established

Min: 1970 Max: 2022

Licensed capacity

Min: 1 Max: 30

Bed Availability

- Availability Now
- No Vacancy

Duration of Services

Facility cards shown:

- Aloha Care Home: \$5,000 / month, Jane Doe
- Felarca Care Home, LLC: \$4,500 / month, Daniel Felarca
- ACTIC ARCH #2: \$6,500 / month, Teofiza Galegos
- Aloha Home Quality Living: \$7,000 / month, Aloha Home Quality Living
- Facility 1: \$5,000 / month
- Facility 2: \$5,000 / month

Reads about each facility

Aloha Care Home

\$5,000 / month

- Living is pending approval
- Ask listing
- Close listing
- Delete listing

Jane Doe

We are the best care home in all of Hawaii!

Year Established: 2022

Licensed capacity: 15

License Number: 2020C

Bed Availability: Availability Now

Duration of Services:

- Skilled nursing
- Long-term care
- Memory care
- Living with dementia

Physical Amenities:

- Private bedrooms
- Shared bedrooms
- Shared bathrooms
- Restroom
- A/C in common areas
- Cable TV in common areas
- Cable TV in bedrooms
- Outdoors/patio or recreation area
- Pool/Spa/Hot tub
- Security cameras on premises

Sends messages back and forth

Get Aloha Care Home

Details

Aloha Care Home by Jane Doe

Price per month: \$5,000

Price: \$5,000

Send message to Jane Doe

Hi Aloha Care Home,

I want to move my mother to your home!

Send message

Tours your home (off marketplace)



Applies for residency, gets assessed (off marketplace)



Signs residency agreement, moves in (off marketplace)

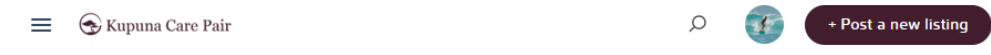


Once the resident moves in, we will follow up with you for invoicing

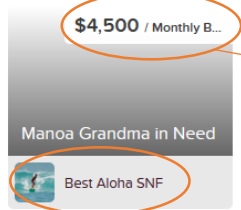
Find Your Next Resident on the Marketplace

Searching for a Prospective Resident

Social Workers and families can post 'Seeking Care' listings



- ALL CATEGORIES**
- SEEKING CARE
 - ADULT DAY CARE/DAY HEALTH
 - INDEPENDENT LIVING
 - ASSISTED LIVING
 - CARE HOMES
 - FOSTER FAMILY HOMES
 - NURSING FACILITIES
- Price**
- Min: 0 Max: 11000
- Year Established**
- Min: 1970 Max: 2022
- Care Need Timeframe**
- Immediate Need
 - Days to Weeks
 - Weeks to Months
 - Future
- Duration of Services**
- Short-term respite
 - Long-term with hospice
 - Hospice only
 - Long-term without hospice
- Fully COVID-19 Vaccinated**
- Yes
 - No



Click here to switch between homes "Providing Care" and people "Seeking Care"

Prospective resident's monthly budget for the next 2-4 years.

The listing owner. Could be a SNF social worker who has multiple clients on the Marketplace, or a family posting directly.

Filter Bar
Most of these criteria do not apply, except for Payment Type and Care Needs Timeframe.

The rest are to filter out care homes and facilities.

Prospective resident listings will appear here, just like the listings for care homes. The Booking Flow will be reversed, and you become the person contacting the families.

Prospective Resident Listing in Detail

You can review the prospective resident's information and reach out to the person in charge

Manoa Grandma in Need

✔ Listing updated successfully

87 y/o female, Parkinson's, CHF, unsteady gait, self-feeding, dysphagia, minced diet, 90lbs, early-stage dementia oriented 2x.

Duration of Services:

Short-term respite Hospice only ✔ Long-term without hospice
✔ Long-term with hospice

Current Living/Care Arrangement: Home with son

Fully COVID-19 Vaccinated:

✔ Yes No

Required Language: English

Payment Type:

✔ Out of pocket Medicare VA
LTC Insurance Medicaid SSI

Care Need Timeframe:

✔ Immediate Need Weeks to Months Future
Days to Weeks

Last Update: Dec 1, 2021

\$4,500 per mo personal budget (next 2-4yrs)

Months of vacancy available

Contact this Family

- Edit listing
- Close listing
- Delete listing
- Move to top of homepage
- Show in the next newsletter



Best Aloha SNF

Contact



Click the number of months of vacancy you have available when notifying this person. If it is long-term, you can list "60" (5 years)

Click to contact the person representing this prospective resident to start the same booking flow.

The listing owner must close the listing once he/she has found placement.

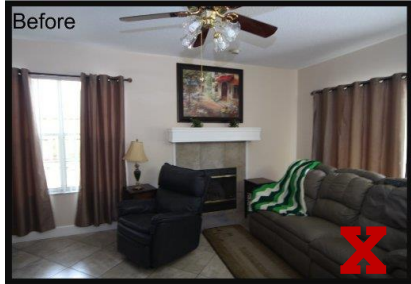
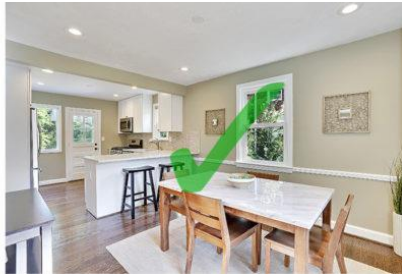
Our placement fees only apply if you successfully admit a 'Seeking Care' resident.

Tips for Attracting People to your Care Home

Tips: Photos

Pictures are the strongest way to tell a story. Make sure it's a good one!

You don't need a professional photographer or a special camera to have great photos!



Avoid clutter. Turn on all the lights and open the windows to for the photo. Set up the angle in a way that shows stability, calmness, and comfort.



Use photos of people as much as you can. But make sure they look happy and having fun, not sad and/or bored! Fun candid shots are the best.



Play around with showing things further out or closer-up, depending on what you want the photo to "say" about your home. Also, a close-up or different angle always is a great way to "cover up" something that is not so nice about the background.

Tips: Emphasize Feelings, Not Features

“...people will forget what you **said**, people will forget what you **did**, but people will never forget how you made them **feel**.”

MAYA ANGELOU



The most important feelings for families are **trust** in a caregiver and **peace of mind**. Some factors that affect it:

- What you say (or don't say), how open (or not) you are
- Do you focus on your convenience, or their well-being?
- Do you know your strengths and weaknesses?



Your care home **location & looks** are

less important than

how you create **positive & comfortable feelings** for your residents

Tips: Stand Out From Others

Everyone says, “we treat residents like our own family.”

How are you going to convince families that you’re a better fit for their loved one?



You don’t have to be better than everyone else at everything, only great at something nobody else is good at.



Think about one or two positive things that no other care home does or has, then emphasize that to the families.

You might have a really nice yard, another home might be convenient to the freeway, another home might make great pancakes, another home might be cheaper. There’s something special about your home that some families will value and others won’t.

The more that families can learn from your listing, the better fit they’ll already be when they message you.

Special Promotion: Discounted Placement Fees for a Year!



We will discount your placement fee by **1% for each care facility** owner that you invite, who then joins the marketplace and signs the Services Agreement.

Your discounted fee will be in effect through December 31st, 2022. That means if you invite 10 care home owners, then **your placements will be free** for a whole year!

Your discounted fees will apply to invitations for **all licensed facilities** including foster homes.

The small print in order for you to receive the promotion:

- Invitations must be made before **December 31st, 2021**.
- You must invite owners via the marketplace website (see next page for instructions). Invitations off the marketplace do not count.
- If the owner was already invited by someone else, then that specific owner does not count toward your discounted fee (but you can still invite other owners!).
- The invited owner must sign the **Services Agreement** and have a complete listing with photos on the marketplace.
- Promotion does not apply to multiple facilities owned by the same owner, ie Caring Manoa and Living Manoa Gardens.
- The invited owner must be active on the marketplace for at least 6 months through June 30th, 2022. If the invited owner terminates the Services Agreement or is no longer part of the marketplace prior to June 30th, 2022, then your discounted fee ends immediately.
- The discounted fee is non-transferrable and terminates on December 31st, 2022.

How to Invite New Members

Kupuna Care Pair Search... Location All Listings **Invite new members** + Post a new listing

Invite new users

Add the email addresses of the people you are inviting to the field below. To add multiple email addresses, separate them with comma.

Email address(es)

friend1@example.com, friend2@example.com, ...

A personal message

I joined this amazing marketplace. You should too!

Send invitation

Click "Invite new members" and enter their email addresses and a message.

Home Contact Us About f @

Still have questions? Get in touch!

Want to make suggestions? Let us know!

We look forward to seeing you at the marketplace!



Todd Pang

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