

SHOWCASING YOUR GUIDE PROGRAM TO PATIENTS AND FAMILIES

Marketing Resources for Participants in the CMS GUIDE Model

Guiding an Improved
Dementia Experience



How to Use This Resource Kit



This marketing resource kit was developed by the National Dementia Care Collaborative, made possible by the generous support of The John A. Hartford Foundation. It is designed to support your outreach and marketing efforts by providing ready-to-use materials, including:



Sample
messaging



Social media
content



Patient, caregiver
and referring
provider sample
letters



Customizable
templates

Use this guide to raise awareness about your work, promote services, and recruit patients into your GUIDE program!

About the National Dementia Care Collaborative (NDCC)

The National Dementia Care Collaborative (NDCC) brings together six leading evidence-based dementia care programs—Indiana University’s Aging Brain Care, UCLA’s Alzheimer’s and Dementia Care Program, Benjamin Rose Institute’s Care Consultation, Emory University’s Integrated Memory Care, Johns Hopkins University’s MIND at Home, and UCSF’s Care Ecosystem—working in partnership with Education Development Center (EDC) as the coordinating organization.

Established in 2024 with support from The John A. Hartford Foundation, the NDCC is dedicated to rapidly disseminating comprehensive dementia care models nationwide.

Its mission is to strengthen infrastructure, share best practices, and support the successful implementation of the **CMS Guiding an Improved Dementia Experience (GUIDE) Model**, ensuring that people living with dementia and their caregivers receive high-quality, coordinated, and sustainable care.



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Why a Logo Matters

Instant recognition

A logo is often the first impression of your program—it helps patients, caregivers, and providers quickly identify your materials.

Trust and credibility

A professional, consistent logo signals reliability and quality, making your program feel established and dependable.

Differentiation

Your logo sets your program apart from others, especially when multiple initiatives are competing for attention.

TIP: Your Logo

Always brand your materials with your own logo.



Why Consistent Branding Is Key

Reinforces your message

Using the same colors, fonts, and imagery builds familiarity and helps people remember your program.

Creates a unified identity

Whether it's a flyer, website, or email, consistent branding ties all communications together so the program feels cohesive.

Supports outreach and adoption

Consistent branding makes it easier for physicians, patients, and caregivers to connect your materials back to the program, encouraging referrals and engagement.

TIP: Consistency

A consistent look reinforces credibility and cohesion.

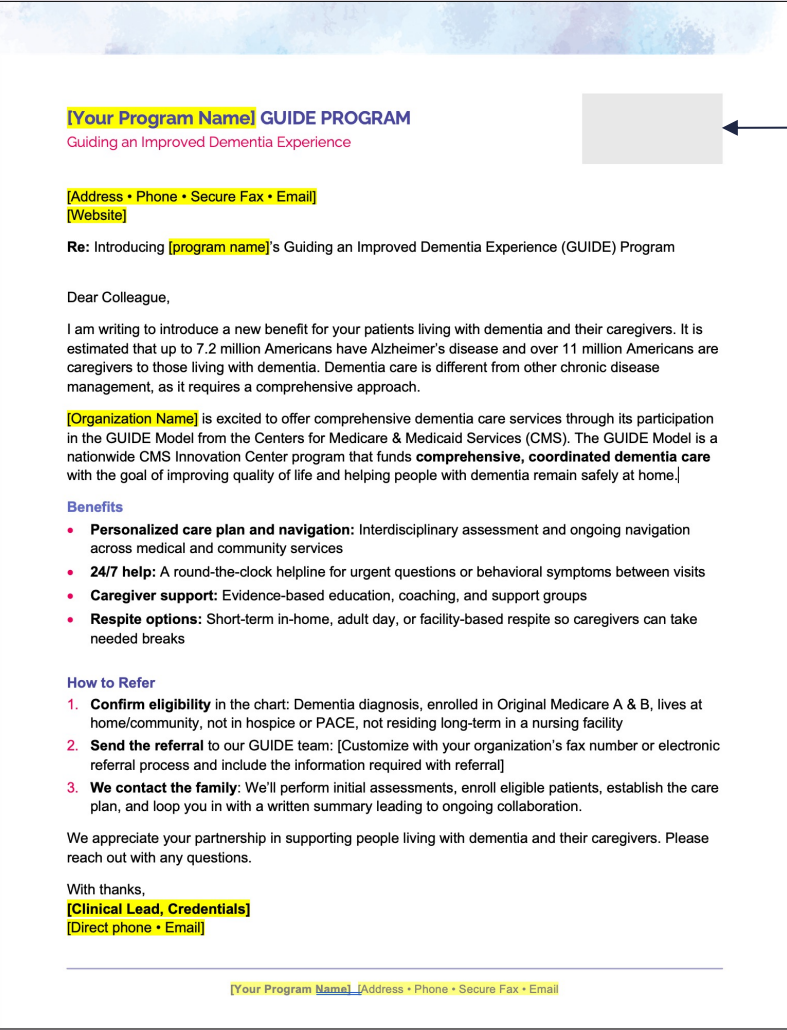
Customizable Templates

Introducing Your Program to Referring Providers

This **sample introduction letter** (8.5 x 11 inches) is designed to be mailed directly to the offices of referring providers, such as family medicine, internal medicine, and geriatrics, and to act as a program introduction.

TIP: For All Templates, Customize to Your Organization

Customize your letter or product (yellow highlights) to include clear and simple referral instructions. Remove yellow highlights when finalizing. Delete any duplicative steps and develop a process to follow up with referring providers. Developing trust and a good relationship is critical to long-term strong referral patterns.



[Your Program Name] GUIDE PROGRAM
Guiding an Improved Dementia Experience

[Address • Phone • Secure Fax • Email]
[Website]

Re: Introducing [program name]'s Guiding an Improved Dementia Experience (GUIDE) Program

Dear Colleague,

I am writing to introduce a new benefit for your patients living with dementia and their caregivers. It is estimated that up to 7.2 million Americans have Alzheimer's disease and over 11 million Americans are caregivers to those living with dementia. Dementia care is different from other chronic disease management, as it requires a comprehensive approach.

[Organization Name] is excited to offer comprehensive dementia care services through its participation in the GUIDE Model from the Centers for Medicare & Medicaid Services (CMS). The GUIDE Model is a nationwide CMS Innovation Center program that funds **comprehensive, coordinated dementia care** with the goal of improving quality of life and helping people with dementia remain safely at home.

Benefits

- **Personalized care plan and navigation:** Interdisciplinary assessment and ongoing navigation across medical and community services
- **24/7 help:** A round-the-clock helpline for urgent questions or behavioral symptoms between visits
- **Caregiver support:** Evidence-based education, coaching, and support groups
- **Respite options:** Short-term in-home, adult day, or facility-based respite so caregivers can take needed breaks

How to Refer

1. **Confirm eligibility** in the chart: Dementia diagnosis, enrolled in Original Medicare A & B, lives at home/community, not in hospice or PACE, not residing long-term in a nursing facility
2. **Send the referral** to our GUIDE team: [Customize with your organization's fax number or electronic referral process and include the information required with referral]
3. **We contact the family:** We'll perform initial assessments, enroll eligible patients, establish the care plan, and loop you in with a written summary leading to ongoing collaboration.

We appreciate your partnership in supporting people living with dementia and their caregivers. Please reach out with any questions.

With thanks,
[Clinical Lead, Credentials]
[Direct phone • Email]

[Your Program Name] [Address • Phone • Secure Fax • Email]

Insert Your Logo Here

Click to download and customize
Sample Introduction Letter

Messaging

Clear, consistent **messaging** ensures that patients, caregivers, and providers understand your program's purpose and value and how to access it.



TIP: Customize to Your Organization

Customize your message to your organization where highlighted in yellow. Remove yellow highlights when finalizing.

Sample short message designed to be sent via patient portal.

[Clinic name] is happy to provide **New Support for Dementia Care!** Medicare's GUIDE program offers no-cost care navigation, 24/7 support, caregiver training, and respite. Our records indicate you may be eligible for the GUIDE program. Call [###-###-####] to learn more.

Caregiver directed:

Our records indicate your loved one may be eligible for Medicare's GUIDE program, offering no-cost dementia care navigation, 24/7 support, caregiver training, and respite. Call [###-###-####] to learn more.

Press Release

This **sample press release** (8.5 x 11 inches) introduces Medicare's new GUIDE program, outlining no-cost dementia care services for families. It is designed for the offices of referring providers and serves as an easy way to share the program with local communities.

TIP: Customize to Your Organization

Customize your message to your organization where highlighted in yellow. Remove yellow highlights when finalizing. If available, pull local numbers. If not available, reference national statistics.

[Your Program Name] GUIDE PROGRAM
Guiding an Improved Dementia Experience

PRESS RELEASE

New Medicare Dementia Care Program for [STATE]:
Support for Families Now Available at No Cost

[Organization Name] Enhances Dementia Care Through Medicare's Guiding an Improved Dementia Experience (GUIDE) Model

Location – Date – Caring for dementia is getting easier in [location]: [Organization Name] is pleased to deliver support services for people living with dementia and their families at no cost for those with Traditional Medicare (Parts A & B). From appointment coordination to in-home support to educational and skills training, this program is designed to ensure that the estimated X individuals living with dementia in [location] and their caregivers get the care and support they need and deserve.

How the Program Works

These services are part of a new Medicare program called GUIDE—Guiding an Improved Dementia Experience. Its goal is to help people living with dementia have healthier outcomes as well as reduce stress on their families and caregivers.

Services offered include:

- **A personal coach:** Families are paired with a professional care navigator who meets with you regularly to help address the many challenges that can arise.
- **Coordination of services:** Such services may include medical appointments, referrals, transportation, and community services.
- **Back-up care (Respite Care):** Caregivers can get a break with access to up to \$2,500 annually for in-home aides or adult day programs.
- **Education and support:** Caregivers can access written materials and videos, live coaching, support groups, and advice from experienced dementia caregivers.

The ability to utilize respite care through the GUIDE program is an exciting and vital feature for families. This service provides family caregivers with essential breaks from their demanding responsibilities, offering up to \$2,500 annually to cover services such as in-home support from home health aides or participation in adult day programs offering social interaction and activities for individuals with dementia. This crucial support allows caregivers the time to recharge and

[Your Program Name] | Address • Phone • Secure Fax • Email

Insert Your
Logo Here

Click to download and customize
Press Release

Patient/Caregiver Letter

This **sample patient/caregiver letter** (8.5 x 11 inches) is intended to be customized by your program and mailed directly to patients and their caregivers. Letter is also available in Spanish.



TIP: Use Your EHR Reports

Consider pulling patient reports from your EHR that target specific coverage region and diagnosis codes.

[Your Program Name] GUIDE PROGRAM
Guiding an Improved Dementia Experience

[Address • Phone • Secure Fax • Email]
[Website]

Re: Introducing [program name]'s Guiding an Improved Dementia Experience (GUIDE) Program

Dear Patients, Families, and Caregivers,

We are excited to share an important new program now available in our community: the **Guiding an Improved Dementia Experience (GUIDE) Program**, created by Medicare to support people living with dementia and those who care for them

What Is the GUIDE Program?

The GUIDE Program is a nationwide initiative from the Centers for Medicare & Medicaid Services (CMS). It provides **no-cost comprehensive dementia care services** for people with Traditional Medicare (Parts A & B) and a documented dementia diagnosis. The goal is simple—to improve the quality of life for patients while reducing the stress and challenges faced by caregivers.

As part of GUIDE, you and your loved ones will have access to the following benefits:

- **A personal care navigator:** A dedicated professional to check in regularly, answer questions, and guide you through care decisions
- **24/7 helpline:** Around-the-clock access for urgent concerns or behavioral changes between medical visits
- **Caregiver training and support:** Education, coaching, and support groups to help caregivers feel confident and connected
- **Respite care:** Up to **\$2,500 annually** for in-home aide services or adult day programs, giving caregivers important breaks
- **Community connections:** Help in coordinating transportation, meals, and local resources.

Who Is Eligible?

To enroll, patients must:

- Have **Traditional Medicare (Parts A & B)**
- Have a **diagnosed dementia condition**
- Live in a **home or community setting** (not a long-term nursing facility)
- Not be enrolled in hospice or the PACE program

[Your Program Name] [Address • Phone • Secure Fax • Email]

Insert Your Logo Here

Click to download and customize
[Patient/Caregiver Letter](#)

Haz clic para descargar y personalizar
[Carta Pacientes/Cuidadores](#)

Postcard

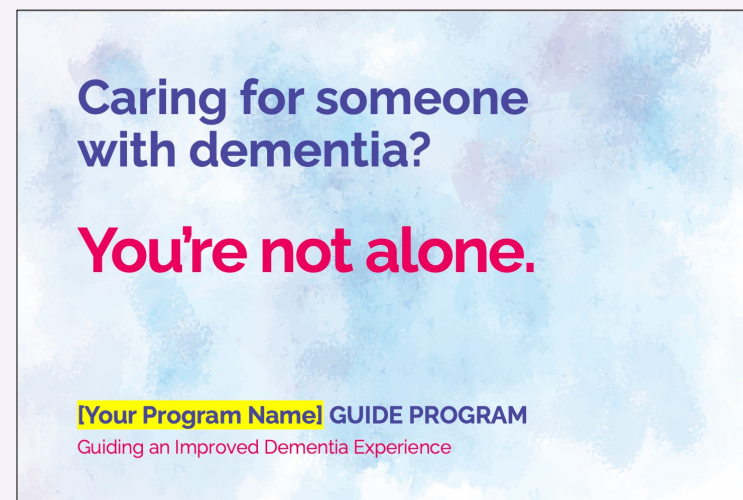
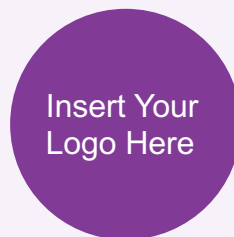
This **sample postcard** (4x6 inches) is included as a template that you can adapt for your campaign.

Ready for a direct mailing campaign? Postcards are a cost-effective way to reach hundreds of households. The U.S Postal Service and other online marketing vendors offer printing and direct mail campaign services. Direct mail campaigns can be a fast and effective way to get your message out!

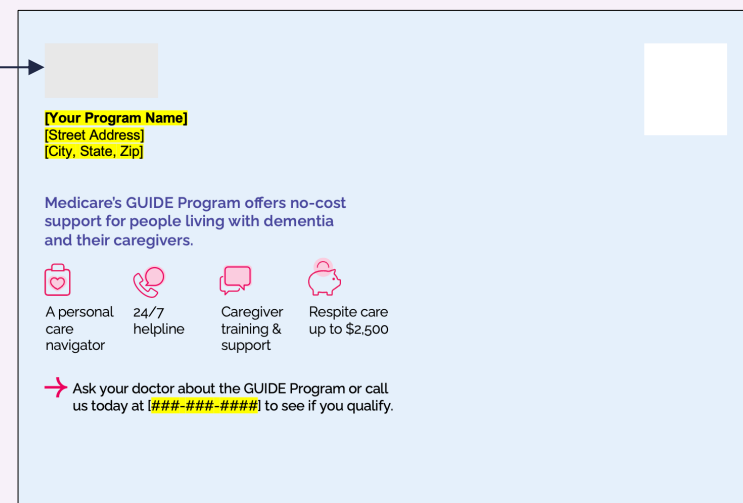
Postcard is also available in Spanish.

TIP: Connect Quickly

Use postcards to quickly connect eligible patients with GUIDE. Keep the message clear so the benefit is understood at a glance.



Front side



Back side

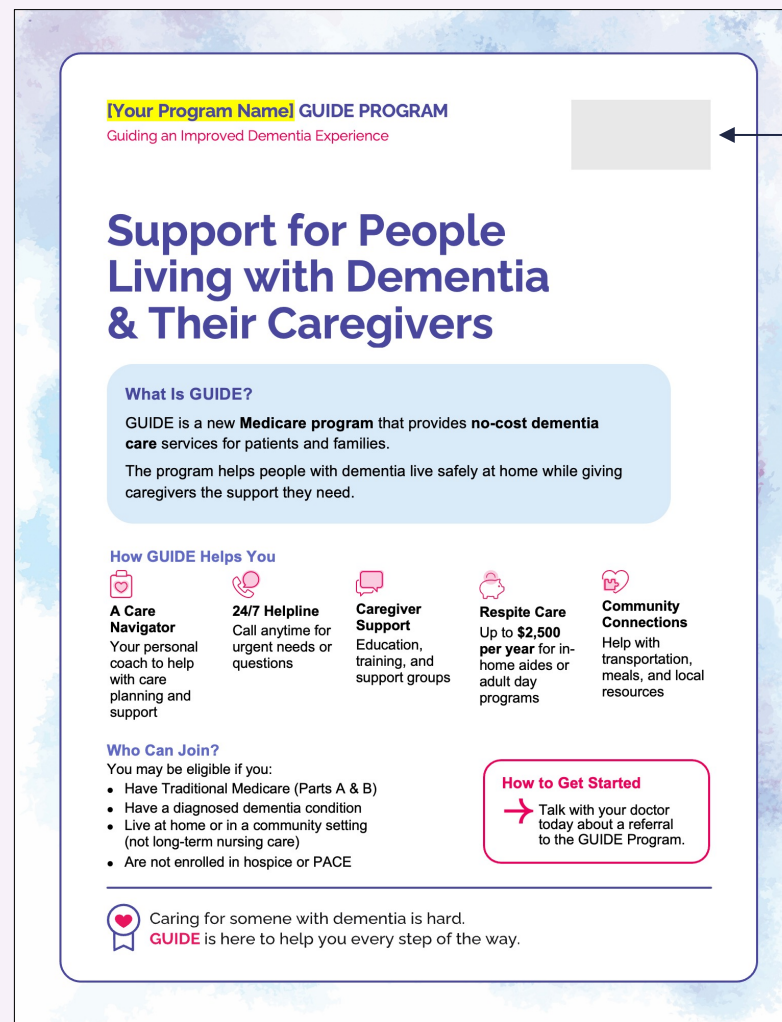
Click to download and customize
Postcard (4x6)

Haz clic para descargar y personalizar
Postal (4x6)

Flyer

This **customizable flyer** is designed to be printed on 8.5 x 11-inch paper and distributed in clinics, community centers, and other local settings. Flyers provide more space than a postcard for program details while still being easy to hand out, post on bulletin boards, or include in mailings.

Use this flyer to give patients and caregivers a clear overview of GUIDE services and how to get started.

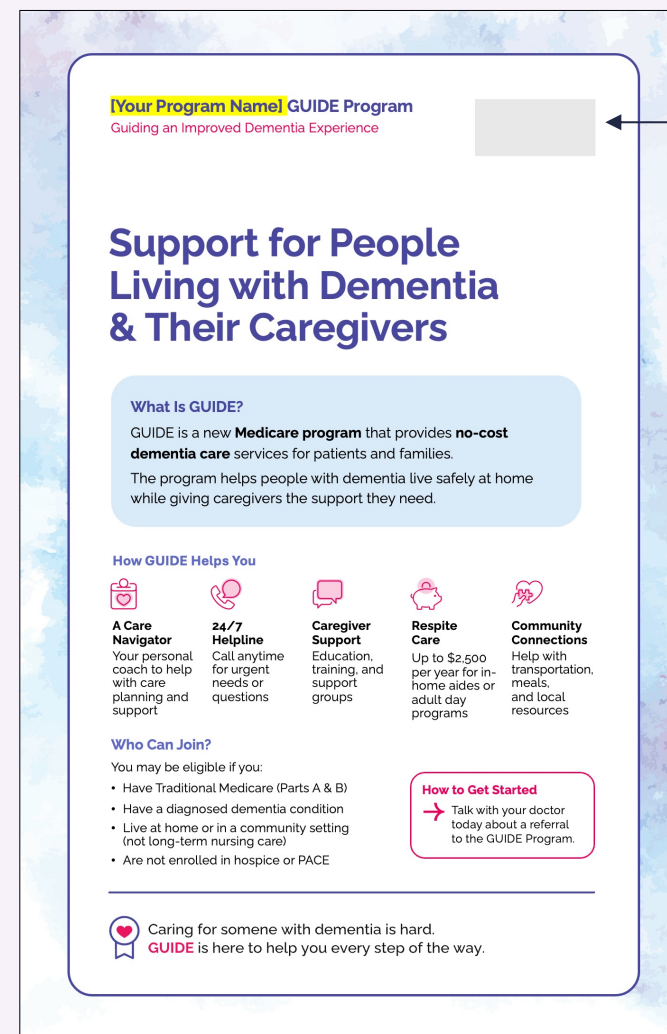


Insert Your Logo Here

Click to download and customize
Flyer (8.5 x 11)

Poster

This **customizable poster** is designed to be printed on 11 X 17-inch paper to be displayed in waiting areas and patient exam rooms.



Insert Your
Logo Here

Click to download and customize
Poster (11x17)

Social Media

This **customizable social media post image** is a square 1080 x 1080-pixel format, the standard size for most platforms.

Facebook, Instagram, and other platforms: Share updates with the wider community and highlight available services.

Patient focused:

Sample caption for Instagram/Facebook:

Caring for someone with dementia? You're not alone. The new Medicare GUIDE program offers no-cost support, including care navigation, respite services, and 24/7 caregiver help. Learn more about how GUIDE can support you.

#DementiaCare #CaregiverSupport
#MedicareGUIDE

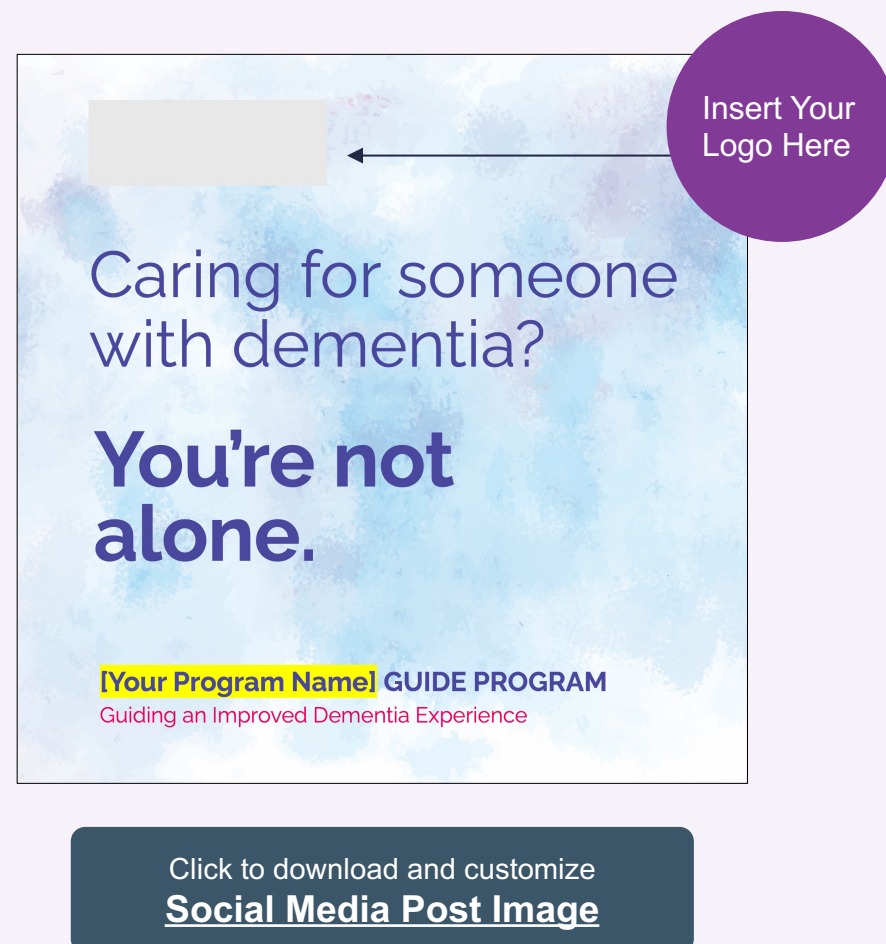
LinkedIn: Leverage your connections to reach potential partners and referral sources.

Partnership facing:

Sample caption for LinkedIn:

Did you know? Medicare's new GUIDE program offers no-cost dementia care navigation, respite services, and caregiver training. Providers and community partners can play a vital role in connecting eligible patients to this support.

#HealthcarePartners
#ProviderSupport #MedicareGUIDE



THANK YOU!

Note: All images of people in this deck are stock photos and may not be reused or shared.

