LHCgroup.com

An Improved Website for our New Company
Who We Are

• Over the past decade, our company has grown to be one of the largest, most comprehensive healthcare companies in the post-acute realm

• Today, we are a family of more than 780 locations in 37 states, with approximately 30,000 employees operating across nearly 380 different community brands and serving almost 300,000 patients annually
Our Guiding Purpose: It’s all about helping people.

Our new website:

• Was built on this statement – with helpfulness in mind

• Is representative of who we are today - and who we strive to be tomorrow

It’s all about helping people.
Features and Benefits of the NEW LHCgroup.com

• Enhancements and dedication to Search Engine Optimization (SEO)

• Enhanced Google business listings – increasing ranks when locations are searched

• A focus on local brands – 90% of the new website is comprised of agency pages

• Location pages include multiple resources by audience – for referring physicians/health care professionals, for patients and families, and for career seekers. Each audience has its own set of unique resources.
Audience Self-Identification

- Each page of the new website, from the home page to every location page, allows the viewer to self-identify.

- This gets them to the information they need in the fewest clicks possible.

- Audiences include:
  - Healthcare Professionals/Physicians
  - Individuals and Families
  - Hospitals, Health Systems, and Payers
  - Career Seekers
The New LHCgroup.com home page

We care for people,
and people are far more than their medical conditions.

Healthcare Professionals
Access local, expert referral resources for confident patient transitions.

Individuals & Families

Hospitals & Health Systems

Career Seekers
The site is also set up to split into the identified service needed:

- Home Health Care
- Hospice Care
- Personal Care
- Facility-Based Care
- Advanced Care
Find a Location

A clickable link to “Find a Location” is available throughout the site.
Location Pages

• Each location has its own landing site that comes pre-loaded with many features to benefit various audience groups:
  • Physician portal access
  • Physician resources
  • Family/Patient resources
  • Enhanced location information – Google verified
  • Sticky navigation for ease of on-page browsing
  • Career links
Location Pages – Examples

Use our “Locations” page to find your location!

Physicians

Let us be an extension of your care. Our person-centered approach demands working with you to create the best journey possible for our shared patients.

Make a Referral

How do I talk to my patient about home health?
Top things to share when your prescribed care is being delivered at home.

Download

How does home health help my patients and my practice?
Improve patient outcomes and efficiency with home health.

Download

What are the indicators for home health?
Learn about high-quality care from the comfort of a patient’s home.

Download

Individuals & Families

Transitions are challenging—especially when they involve your own health, or the health of someone you care for. Discover the resources and support you need right in your own community.

Contact Us

What are the benefits of home health?
Discover why home health can help reach your best possible quality of life.

Download

How do I pay for home health?
Understand the financial aspects of your care and how to get support.

Download

Is home health the right choice?
Learn the considerations that will help you make an informed decision about home health.

Download

Career Seekers

This is the way healthcare is meant to be. You can be empowered to provide the kind of service you can be proud of. Our emphasis on person-centered care affords the time and the opportunity to make a real difference in people’s lives—every day.

Apply Now

Download

Download

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Find out more about LHC Group on our “About Us” page
The NEW LHC Group Resources Page

Find all the links you need for daily operations at home.LHCgroup.com

This page includes company notifications, all of the same links used on the former LHC Group resource page – plus links formerly found on AlmostFamily.com
More Information

• Our site will be monitored consistently and will be edited to stay on top of trends we have seen from weekly analytics
  • This ensures that we are evolving our site to meet our patients, clients, partners, and other stakeholders’ needs in real time

• If there is inaccurate information on the site, please send the url link and the information in question to Ask.Communications@LHCgroup.com

• If you have suggestions about the site to make it more user-friendly, please send comments here:
  https://www.surveymonkey.com/r/lhcgroup-website-feedback

• To learn more about the new www.LHCgroup.com, browse around and familiarize yourself with all of its features and benefits

• Questions? Please contact Stacey.Grow@LHCgroup.com