

When and how information should be supplied

Check how prepared you are to adhere to the Competition and Markets Authority’s guidance on **when** and **how** key information and important, additional information about your home and its services should be provided, by addressing the statements below.

Upfront information about your home

Have you:

- Compiled all of the key information and important, additional information about your home and its services, as reflected by the CMA’s advice to care homes on consumer law
- Ensured that the information is presented in a clear, simple, accessible and unambiguous format
- Made it easy to understand and process by a potential resident and their representatives, who may never have had any dealings with a care home before
- Placed this information:
 - On your website (with the key information prominently highlighted and no more than one click away from your care home’s main home page)
 - On separate sheets in your home(s) resident information pack, with key information given particular prominence. For example, the key information could be provided on a ‘key facts’ sheet at the front of the information pack and the important additional information highlighted on a separate sheet.
 - In alternative formats, such as in large print, or in another language where appropriate

Staff training – key information

Have you trained your staff so they know:

- What your key information is and understand it
- Where your key information can be found, for example:
 - On your website
 - In alternative formats
- How key information should be provided to enquirers when they first contact you, for example by:
 - Phone
 - Email
 - Directing people to where they can find it on your website
 - Supplying it in alternative formats, such as in large print or in another language
 - Explaining it in person at the beginning of a first visit to your home – whether it is an arranged or an unannounced ‘drop in’ visit
- Your key information should be actively brought to the attention of a resident and their representatives at the earliest opportunity – that is, on first contact
- To only offer a tour of your home during a visit once all the key information has been explained and understood by the potential resident and their representatives
- To provide the important, additional information at this stage if it is requested, or where the enquirer wants to know more about your home at that point. This is to avoid overwhelming people at this stage

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Staff training – important, additional information

Have you trained your staff so they know:

- What your important, additional information is and understand it

 - Where your important, additional information can be found:
 - On your website
 - In alternative formats

 - How your important, additional information should be provided to enquirers – which should be, at the latest, by the time they agree to have a care needs assessment – for example, by:
 - Explaining it in person at the beginning of a follow-up visit to your home, following a preliminary enquiry, with written information to take away – for example, an information pack, highlighting the important additional information
 - Phone and online – when enquirers contact you to follow up on their initial interest, telling them where they can find the important, additional information on your website, or offering to send it to them if they prefer – for example, in an information pack, which highlights the additional important information on a separate page
 - Directing people to your website
 - Supplying it in alternative formats, such as in large print or in another language

 - How to answer any questions people may have about your home and its services

 - That a care needs assessment should only be offered once all the important, additional information has been explained and they're sure the enquirer understands it
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“Check how prepared you are to adhere to the guidance.”