

Practical examples: how to provide your key information on your website



Option 1:

How your key information could be provided directly on your homepage



Other devices:

how your key information could be provided on a mobile or tablet – make sure that your icons/tabs are clearly labelled and prominent, so that the key information is directly accessible and not obscured or hidden.



When you provide key information about your home on your website, it should be:

- Prominently highlighted – this means that it should be **no more than one click away** from the main home page/first page of your website. You could do this by:
 - Prominently displaying the key information about your home on the first page of your care home’s website – that is, the main homepage; or
 - Using clearly labelled and

prominently signposted icons/tabs on the navigation menu at the top of the home page, from which key information is directly accessible. For example, tabs could be labelled ‘Key information about our service’, or ‘Our fees and charges’, and so on

How to display information on other devices

When residents and their representatives look for information using other devices, such as tablets

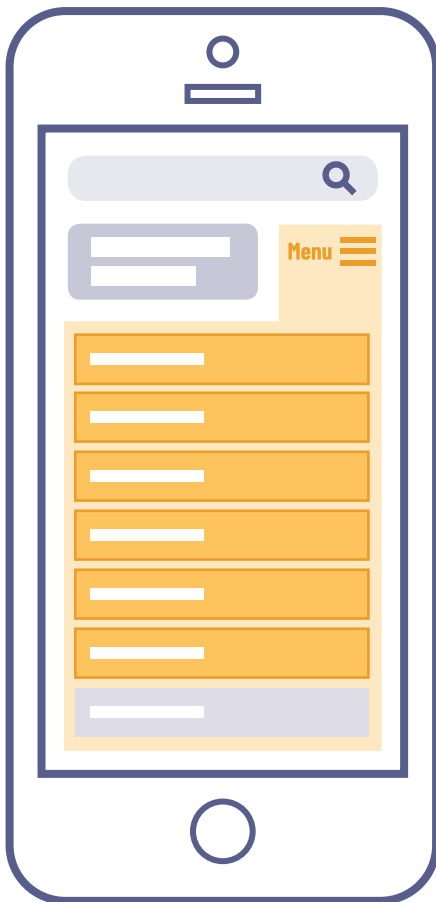
and mobile telephones, you must still ensure that key information is not obscured or hidden. For example, on a mobile device, people may need to tap on a ‘menu’ icon to access information. From there, the CMA considers that the key information should be no more than one ‘click’ (or tap) away – for example, using clearly labelled icons/tabs from which key information is directly accessible.

Practical examples: Key information



Option 2:

How your key information could be provided using clearly labelled and prominently signposted icons/tabs on the navigation menu at the top of your home page



Small devices:

how your key information could appear on a **mobile** or **tablet** – make sure that none of your information is hidden or obscured



Key information in summary

- a. What type of **funding arrangements** you accept – that is, confirmation of whether you accept residents who:
 - i. Pay for their own care
 - ii. Receive funding in whole or part from their local authority
 - iii. Receive funding from the state, such as the NHS
- b. An overview of the **key features** of your service, such as:
 - i. The specific care needs your home is registered or able to cater for – for example, nursing or residential care
 - ii. The rooms, facilities and services residents can expect in the home
 - iii. The size of your home – for example, how many beds it has
 - iv. A brief description of your home’s staffing arrangements and how they meet residents’ needs and assure care quality
- c. Your home’s **latest overall inspection rating (or, in Scotland, grades)**
- d. A clear summary of any particularly surprising or important terms and conditions, such as:
 - i. Any requirement for a potential resident to certify that they can pay their fees for a minimum period, or agree to a financial assessment as a condition of moving in
 - ii. If a resident is paying for their own care, how their fees may change after they have moved into your home
 - iii. Any requirement for the potential resident to have a guarantor
- e. **Fees and charges**
 - i. An accurate and up-to-date indication of the total weekly fee rates you charge residents who pay for their own care – that is, the full range for each type of care service you offer, and for each of the different types of room the fees apply to
 - ii. What **services are included** in the weekly fees
 - iii. Any additional, optional services that may need to be paid for separately, including the cost of any significant, additional charges that may be unavoidable for some residents – such as an escort for medical appointments
 - iv. Details of any **upfront payments required**, such as a deposit, including: the amount; what it covers and how it is refunded; and any weekly fees payable in advance of moving in