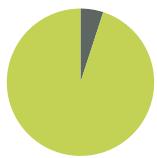# help TEXTS

We make it easy for skilled nursing facilities to support family caregivers.
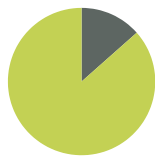
Supporting caregivers demonstrates your commitment to comprehensive care, improves outcomes, and is a key differentiator in today's competitive healthcare landscape.

Help Texts delivers personalized, year-long caregiver support via text message, individualized based on diagnosis, age, relationship, and more. Texts are curated from the wisdom of over 100 world-leading experts, including therapists, nurses, doctors, and neuroscientists. Every message is carefully crafted to provide hope, comfort, and practical support, and is tailored to each caregiver's specific situation.

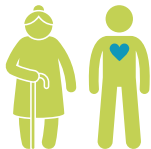**95%** of family members say Help Texts helped them feel more supported
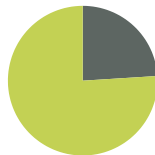
90% 6 month retention rate

Support available in **27** languages

Especially high engagement rates among men and older adults

76% of family members enroll within the first six months of their loss

Subscribers in **57** countries

Caring for a loved one with a serious illness is hard. The experience creates a lasting connection between your skilled nursing facility and your patients' families, who in turn shape community perceptions of both your facility and the healthcare system as a whole.

We Make It Easy To:

STRENGTHEN FAMILY CONNECTIONS

- Share curated expert wisdom throughout the caregiving journey
- Honor important dates and milestones
- Reach families in 27 languages with culturally sensitive support

BUILD COMMUNITY TRUST

- Strengthen your reputation for compassionate, whole-family care
- Differentiate through support that extends beyond facility walls

SUPPORT YOUR TEAM'S WELL-BEING

- Ease the emotional load on staff
- Prevent employee burnout/attrition

Support Your Team's Well-being:

In skilled nursing facilities, healthcare workers often develop deep attachments to their patients. That's why Help Texts also offers specialized support for your team—from nurses and doctors to social workers and administrators.

Texts offer proven, practical strategies, including:

- Burnout prevention tips tailored to each role and setting
- Tools for processing loss while maintaining resilience
- Guidance and scripts for communicating with bereaved families
- Strategies for team leadership during difficult times
- Self-care practices that fit into busy schedules

Want to learn more? Visit helptexts.com/skilled-nursing-facilities/