

From: List <DCP@LIST.CT.GOV> **On Behalf Of** DCP.DoNotReply
Sent: Tuesday, January 31, 2023 2:07 PM
To: DCP@LIST.CT.GOV
Subject: Homemaker Companion Agency Advertising Guidance



CONNECTICUT DEPARTMENT OF CONSUMER PROTECTION

MICHELLE H. SEAGULL | COMMISSIONER

Homemaker Companion Agencies (HCAs) are reminded that they may not advertise services beyond the scope of the HCA credential, including medical services. Medical services include, but are not limited to, dispensing of medications, wound care, nursing care, and dementia care. HCAs are prohibited from using language that suggests medical services such as “healthcare”, “nursing”, “patient”, “care”, and any versions or forms of those words. In lieu of the word “care”, consider using terms such as “services” or “assistance.”

Moreover, HCAs may not advertise that their employees have advanced healthcare credentials (i.e., “registered nurse”, “EMT”, “home health aide”, “CNA”) even if their employees have such credentials, as such advertising may mislead the public as to the scope of the services provided.

An HCA may advertise that their employees are “trained to provide non-medical services to individuals experiencing memory difficulties” if such training is provided.

CPR Certifications

While HCAs may not advertise services or credentials that may suggest that the HCAs provide services beyond the HCA credential, HCAs may state in their advertising that their employees are “CPR Certified” if, and only if, such employees have a current CPR certification from the American Red Cross or American Heart Association.

Advertising on National Websites

The Department is aware that some HCAs provide services in multiple jurisdictions where the regulations differ from those in Connecticut. Therefore, the Department advises HCAs that HCA websites that advertise services both within and outside of the State of Connecticut may advertise services not permissible in Connecticut if and only if:

1. each page that advertises services not permissible within Connecticut includes a statement reading “Not all services available in all locations”; and
2. each page that advertises services not permissible within Connecticut includes a link to a page that details what services are provided by the HCA within the State of Connecticut.

Questions: dcp.investigations@ct.gov

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