

Company: Help at Home, Chicago, IL

Company Description: Help at Home is the leading national provider of high-quality, home care services offering innovative programs designed to help seniors and underserved complex chronic populations remain healthy in their homes. As of March 31, 2024, Help at Home operated more than 180 branch locations across 11 states.

Nomination Category: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

Nomination Sub Category: Achievement in Social Media Communications or PR

Nomination Title: Help at Home's 50th Anniversary: Celebrating 50 Years of Caring



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

3. Specify the date on which this campaign or program was launched:

April 2025

4. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 226 words used.

Planning for Help at Home's 50th Anniversary began more than a year in advance with the intent to turn a milestone into a 12-month integrated communications platform. The process started with an internal audit of brand performance data and audience engagement, combined with external research on the impact of milestone storytelling on trust, reputation, and loyalty. This informed specific goals: elevate Help at Home's position as a home care thought leader, grow social reach and engagement by 5–10% monthly, strengthen caregiver recruitment through positive storytelling, and connect heritage to future innovation.

Three strategic pillars shaped execution:

1. **Celebrate the past, reframe the future** — marrying 50 years of proof points with modern innovations like population health care models, tech-enabled recruitment, and a caregiver-first culture.
2. **Make it human** — authentic narratives from caregivers, clients, and field leaders brought to life through video, podcast interviews, influencer-authored posts, and a high-design digital publication.
3. **Maintain a consistent drumbeat** — a 12-month editorial calendar aligned to cultural observances and industry events, ensuring steady visibility across channels.

Creative development included a unifying anniversary visual identity, flagship microsite, branded digital publication, and social media series optimized for B2B and B2C audiences. Media strategy blended earned coverage in industry publications, influencer collaborations, and ongoing leadership thought pieces. Weekly cross-functional coordination ensured every asset aligned with objectives, maximized reach, and sustained momentum from launch through year-end.

5. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 240 words used.

Help at Home's 50th Anniversary campaign was designed to do more than celebrate five decades of service — it was built as a strategic platform to change the conversation about caregiving and position the organization for its next era of growth. In an industry built on trust and relationships, the insight was clear: a milestone celebration can be more than symbolic — it can accelerate brand relevance, strengthen stakeholder trust, and signal the future direction of the company.

The communications team began with research. Internal brand performance data showed strong engagement from existing audiences but an opportunity to expand influence with decision-makers, caregiver prospects, and national healthcare partners. With Help at Home's recent transformation — new markets, expanded tech-enabled services, population health innovations, and recognition from *Newsweek* and *Forbes* — the anniversary was the ideal moment to unify heritage and future vision.

The campaign was also grounded in the realities of the home care sector: most clients are women, who live longer and are more likely to require care, while the majority of professional caregivers — also women — face under recognition despite their essential role in improving health outcomes. This made the anniversary a powerful opportunity to honor their contributions and reframe caregiving as a respected, essential profession. Under the leadership of Vice President of Communications Kristen Trenaman, the women-led and women-supported team set out to bring together 50 years of impact with a compelling, forward-looking story of innovation.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 7 words used.

<https://www.helpathome.com/50th-anniversary/>

<https://publuu.com/flip-book/279527/1832413>

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

Total 157 words used.

The campaign has delivered measurable, multi-channel impact:

- Nearly **2 billion impressions** since April 2025 launch.
- **300% week-over-week increase in LinkedIn followers** at launch, sustaining 1,500/month; 51% in senior healthcare roles.
- Instagram and Facebook growth of **400% and 165% YoY**, with engagement rates **double industry benchmarks**.
- **27,000+ impressions** and 1,000+ engagements from caregiver-authored influencer stories.
- Over **5,000 views** of the 50th Anniversary digital publication; 2,000+ microsite visitors; 500+ downloads of the HMA white paper validating the company's leadership in Medicaid-funded care.
- **Tripled podcast listenership** with a special anniversary episode.
- Earned coverage in *McKnight's* and *HomeCare Magazine* reinforcing industry leadership.

Beyond metrics, the campaign deepened caregiver pride, elevated public recognition of their essential role in health outcomes, and positioned Help at Home as both a trusted legacy brand and the future-ready innovation leader in home care — delivering measurable value for clients, partners, and the healthcare system.

Attachments/Videos/Links:

[Help at Home's 50th Anniversary: Celebrating 50 Years of Caring](#)



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