

Homemaker Companion Agencies

**Frequently Asked Questions and
Answers from the Connecticut
Department of Consumer Protection**

What services can an HCA provide?

An agency, and the caretakers working for the agency, can offer:

- Homemaking services such as laundry, grocery shopping, cooking, household cleaning, and assistance with personal hygiene.
- Companionship such as card playing, puzzles, conversation, walks, and games.
- Help with dressing, showering and toileting.
- Supervision to ensure safety of the client.
- Client reminders to take their medication.

What is an HCA not allowed to do?

An agency cannot:

- Advertise any nurse supervision or nursing services.
- Advertise that any staff members are Registered Nurses, Certified Nursing Assistants, or specially trained in medical services.
- Advertise any type of health services.
- Advertise any type of memory care.
- Advertise any type of Alzheimer's/dementia care or hospice care.
- Engage in any untruthful or misleading advertising.
- Represent that the registration issued by DCP constitutes an endorsement of the HCA or the quality of services provided by the HCA.

What constitutes advertising?

An advertisement includes all representations disseminated in any manner or by any means, including print, press releases, product/service placement, radio, television, social media, and electronic written communications.

Additional examples of advertising include biographies of staff members and logos.

Can an HCA advertise any medical services?

No, an HCA cannot advertise or offer any medical services such as administering insulin shots or other medication, managing colostomy bags, manipulating foley catheters, assessing blood pressure, providing wound care, directing physical therapy treatment, or creating special diets.

Can an HCA advertise Personal Care Attendant services?

No.

Can an HCA administer medication?

No, employees are not allowed to prepare, crush, measure, sort, dispense, insert, or administer any medications.

Can an HCA advertise that their staff is specially trained to assist or care for clients with memory issues such as Alzheimer's or Dementia?

No, Alzheimer's and Dementia are medical diagnoses and HCAs cannot advertise that their staff are specially trained to assist or care for clients with certain medical conditions. Such advertising would imply that the staff are going to provide medical services that they cannot legally provide.

May I include terms such as memory care, Alzheimer's, dementia, or any other terms that imply medical diagnoses in advertisements?

No. Including such terms in your advertisements may be deceptive to consumers, leading them to believe you can provide services that are not allowed under an HCA credential.

What "MUST" an HCA do?

- An HCA must possess a valid registration with the DCP if they establish, operate, maintain, advertise, conduct, or offer HCA services.
- An HCA must state in any advertisement that the agency is registered and include the agency's registration number in any advertisement.
- A registry must provide to the consumer a notice of its legal liabilities and must post a sample of the notice on their website.

Can an HCA advertise a partnership with another entity on their website?

Only if the HCA clearly differentiates the services it provides from the services provided by any other business. It must clarify that the consumer is being referred to a separate business. If the relationship between the entities is unclear, the HCA may be investigated for engaging in unfair or deceptive business practices.

Can an HCA advertise that they offer CNA level of services?

No. The HCA credential is for non-medical support. A licensed home health agency, credential by the Department of Public Health can offer Certified Nurse Assistants.

Can an HCA advertise any training?

An HCA may only advertise non-medical trainings for services that are allowed by the DCP credential.

Can an HCA promote services offered to DSS clients?

No. HCAs may only advertise services that are allowed under the DCP credential.

Contact the Department of Consumer Protection

Main Line
(860) 713-6100

Consumer Complaint Center
(860) 713-6300

Investigations Division
(860) 713-6180
dcp.investigations@ct.gov

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