

## When to recommend CaringBridge to your patients and their families

### Health events

- Cancer
- Serious injury
- Heart attack
- Premature birth
- Pregnancy complications
- Major surgery
- Stroke
- Palliative care
- Extended recovery
- Rehabilitation

### Indications

- Complex diagnosis/treatment
- Rapidly changing medical condition
- Constantly on the phone
- Far from home
- Limited support
- Communication burden
- Overwhelmed
- Stressed
- Extended hospital stay
- Isolation (physical and emotional)

### Whom to approach

- Patient
- Parent
- Spouse/Partner
- Sibling
- Family member
- Close friend

*Help your patients connect with their support community.*

## What to tell your patients about CaringBridge

CaringBridge is a free service.

It helps patients, caregivers and families easily share health updates with loved ones through a private website.

CaringBridge:

- Reduces the time and emotional energy spent on repeated phone calls and e-mails
- Keeps everyone informed with the same accurate information
- Allows loved ones to post messages of encouragement and support that you can read when it's convenient for you

It's private and simple to create and use.

1. Visit [www.CaringBridge.org](http://www.CaringBridge.org) from any computer with an Internet connection
2. Click on "Create a Website" and follow the easy directions
3. Invite family and friends to visit your site, read your health updates and leave you messages

See reverse for more tips on recommending CaringBridge.

*"On the first day I created my CaringBridge website I received 120 hits. I never could have communicated with 120 people in one day without this website."*

– Sara, a mom in remission from leukemia



## How to answer questions from patients or family members

How do you create a website?

- It's easy. Go to [CaringBridge.org](http://CaringBridge.org) and click on "Create a Website."

What training do I need to create my site?

- No training is needed. Setting up a CaringBridge site is a simple, three-step process that takes just a few minutes. Individuals with little computer experience can easily set up a site without help.

Does CaringBridge require special software?

- No. CaringBridge is web-based, so all you need is a connection to the Internet.

What if I have a customer service question?

- CaringBridge answers all customer service questions.
- FAQs help is available 24/7 within the "Help" link at [CaringBridge.org](http://CaringBridge.org).
- Phone support at 651.789.2300 and on-line "Live Chat" is available weekdays, 8 a.m. to 5 p.m, CST.
- 98% of questions are answered within 24 hours.

Is CaringBridge safe and secure?

- You control the information on your private site.
- Visitors have to know the name of your site to gain access.
- CaringBridge offers website privacy levels so authors can manage who accesses their site.

What should we write?

- You control the communication; you can decide what information you wish to share with your family and friends.
- Your healthcare professional can help you explain medical terms in a way your family will understand.

What does CaringBridge cost?

- It's completely free! As a charitable nonprofit, CaringBridge is solely dedicated to serving families facing a serious health event. It is focused on family needs, not on generating profits. CaringBridge is available to anyone for free and our websites do not have any advertising.

## Other Considerations

Does the hospital have to have a relationship with CaringBridge for a patient to use it?

- No. Some hospitals partner with CaringBridge to ensure their patients and caregivers know about the service, but CaringBridge is available to any patient experiencing a serious health event.

What about HIPAA?

- A healthcare professional may recommend CaringBridge and help patients find out how to create a personal site without violating HIPAA. Patients control the information that is disclosed on their personal CaringBridge site. To learn more about how to comply with HIPAA in recommending CaringBridge, please see our Terms of Use at [www.RecommendCaringBridge.org](http://www.RecommendCaringBridge.org).

Why is CaringBridge more appropriate than Facebook?

- CaringBridge is designed for sharing a personal and important health journey. Facebook and other social networks are better suited for socializing, entertainment and other topics.

**Recommend CaringBridge to Your Patients Today!**  
**[www.RecommendCaringBridge.org](http://www.RecommendCaringBridge.org)**