

Ensuring Care Home Marketing Compliance: Adhering to UK Regulations

Introduction to Care Home Digital Marketing

For care homes, adhering to regulatory requirements is not just a legal obligation it is also a way to demonstrate a commitment to high standards of care and to maintain the trust of prospective residents and their families.

The team at Care Home Digital Marketing work closely with their client care homes to navigate the complex landscape of these regulations.

In this document, we outline the key regulations that are adhered to, and best practices for promoting a care home in a compliant manner.

The goal of Care Home Digital Marketing is to ensure that every digital marketing campaign is fully compliant with:

- Care Quality Commission (CQC) Standards
- Advertising Standards Authority (ASA) guidelines
- Data Protection (GDPR) laws
- Equality Act 2010 regulations

By following these guidelines, Care Home Digital Marketing ensures that care homes can effectively promote their services while remaining compliant and transparent.

Email us at info@carehomedigitalmarketing.co.uk with your details, and let us know a convenient time for a chat about how we can support your digital marketing needs.



1. Key Regulations to Address

Care Quality Commission (CQC) Standards: Marketing must align with CQC's "fundamental standards" (e.g., dignity, safety, transparency).

Advertising Standards Authority (ASA): Ads must comply with the CAP Code (non-broadcast advertising rules), avoiding misleading claims.

Data Protection (GDPR): Handling personal data (e.g., resident testimonials) requires explicit consent.

Equality Act 2010: Ensure inclusivity and non-discrimination in messaging.

2. Agency Questions

Direct Compliance Knowledge:

- o "How do you ensure marketing aligns with CQC standards and ASA/CAP Code rules?"

At Care Home Digital Marketing, we prioritise compliance with the Care Quality Commission (CQC) standards and the Advertising Standards Authority (ASA) / CAP Code.

We ensure that all marketing content aligns with CQC's "fundamental standards," particularly around dignity, safety, and transparency. This means promoting services in a way that reflects the care home's true offerings without exaggeration or misrepresentation. All claims made in marketing materials are substantiated with evidence, and we avoid making promises that cannot be verified (e.g., "guaranteed improvements" in care).

In line with the ASA/CAP Code, we avoid any misleading or exaggerated statements and ensure that our advertising is clear, honest, and does not misrepresent services, conditions, or staff capabilities.

- o "Do you have experience creating campaigns for regulated sectors like healthcare or care homes?"

Yes, [Agency Name] has extensive experience working within regulated sectors, including healthcare and care homes. We understand the unique compliance challenges these industries face and have developed a deep knowledge of how to craft marketing campaigns that meet regulatory standards. This experience includes working with care homes, healthcare providers, and other regulated entities, ensuring that all campaigns respect the boundaries of regulatory frameworks while still delivering impactful results.

Process & Adaptations:

- o "How do you handle sensitive topics (e.g., dementia care) to avoid stigmatisation?"

When working with sensitive topics such as dementia care, we approach the subject with the utmost respect, ensuring that our messaging is empathetic, accurate, and non-stigmatising. We aim to highlight the positive aspects of care, focusing on the person-centred care provided rather than defining individuals by their condition. Our language is always inclusive, and we avoid any terminology that could perpetuate stereotypes or negativity. We collaborate closely with the care home to ensure the tone and language align with the values of the home, while remaining sensitive to the needs and feelings of residents and their families.

- o “What steps do you take to ensure GDPR compliance in campaigns (e.g., testimonials, data collection)?”

We take GDPR compliance very seriously. Before using any personal data—whether it’s for testimonials, reviews, or other forms of marketing content—we ensure that explicit consent is obtained from the individuals involved. This includes ensuring that all consent forms are clear and transparent, outlining how their data will be used. Additionally, we only collect the minimum amount of data necessary, store it securely, and have processes in place to allow individuals to easily withdraw their consent at any time. Our campaigns also include clear opt-in mechanisms and data protection policies to ensure that all aspects of GDPR are adhered to.

Transparency & Accuracy:

- o “How do you verify claims about services, staff qualifications, or facilities?”

To ensure transparency and accuracy, we verify all claims by sourcing the necessary documentation or evidence. This may include verifying staff qualifications through certificates or professional records, confirming services through CQC inspection reports or other relevant documentation, and ensuring that facilities meet the claims made in marketing materials. We also regularly update all promotional content to reflect the most current and accurate information, ensuring there is no outdated or misleading data being presented.

“Do you include disclaimers for regulated services (e.g., ‘CQC-regulated’)?”

Yes, we include clear disclaimers where applicable, particularly for regulated services. For example, if referencing a CQC rating, we always ensure the rating is current and displayed accurately (e.g., "Rated ‘Good’ by CQC"). Any claims regarding the regulated nature of services, such as "CQC-regulated," are also made clear, so potential clients can easily understand the context of the care and services being offered. Transparency is key to building trust, and we ensure that all disclaimers are included to avoid any potential confusion.

3. Best Practices for Care Home Promotion

Avoid Misleading Claims: Do not promise outcomes (e.g., “cures” or guaranteed improvements).

Focus on Values: Highlight compassion, safety, and person-centered care.

CQC Ratings: If referencing CQC ratings, ensure they’re current and verbatim (e.g., “rated ‘Good’ by CQC”).

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By utilising our support services, residential care homes can enhance their visibility, attract more residents and boost their resources and occupancy levels, ultimately enabling them to deliver even better care.

