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Better Business Bureau Exposed!

In a survey conducted by CredentialedCARE Corporation, 22% of home care agencies were found to use Better Business Bureau accreditation to promote their business. Why do long-term care agencies and facilities use the BBB brand for their business? It's a means to differentiate their business from the local competition and to convey a sense of trustworthiness and credibility to their target customers; the LTC consumer and their families and friends. It was quite an irony then that ABC's 20/20 program broadcast a segment exposing the BBB as being a self-serving, biased judge of business character that is heavily influenced by the fees it collects from its membership. What, you have a C grade from BBB? No problem, just pay us \$500 for a 12 month membership and we'll bump it up to A+. What the providers of LTC services want and the uneducated consumer needs is an unbiased and objective source of data and information that the consumer can use to make sound judgments as to the qualifications of the individual, agency and facility that can provide the needed services for their loved one. The advantage to technology and the web today is the freely available sourcing of information that makes an industry more transparent and increases the accountability of those about whom data is available. And when it's time to place a grade on a business, let the consumers who have used the services grade it and don't compromise your ethical and moral authority by tying it to the fees you collect. [Here is a link to the 20/20 clip.](#)

Jerry

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Couldnt agree more with that, very attractive article

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