



Vrenara

Workforce solutions for the people who care.

MEDIA AND PARTNERSHIPS

Vrenara Media Kit

Practical resources for caregivers, families, and the home care workforce

Vrenara creates clear, professionally presented tools that help people prepare for care work, organize family care, communicate more effectively, and manage important information.

vrenara.com | hello@vrenara.com



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About Vrenara

Vrenara creates practical, professionally presented resources for caregivers, families, training programs, employers, and organizations that support the direct-care workforce. The company develops printable guides, fillable organizers, communication tools, workforce-readiness resources, and agency-ready materials designed for real-world use.

The need Vrenara addresses

- New caregivers can enter the field uncertain about preparation, professional boundaries, reporting, and documentation.
- Families often face urgent care decisions without one organized set of contacts, routines, questions, and essential information.
- Care transitions can fail when communication preferences, usual routines, and practical details do not travel with the person.
- Home care leaders need practical workforce tools that complement training, supervision, and organizational policy.

How Vrenara designs

- Clear and practical: resources turn complicated responsibilities into usable next steps.
- Designed for use: pages are printable, fillable when appropriate, and organized for reference during real situations.
- Bilingual when available: key caregiver and family resources are offered in English and Spanish.
- Privacy conscious: customers do not submit completed care worksheets or protected health information to Vrenara.

Core audiences

Home health aides and caregivers | Family caregivers | Adults planning for emergencies | Home care managers and workforce leaders | Training and community organizations

Digital resources available now

Vrenara currently offers eight instant digital downloads across caregiver readiness, family preparedness, communication, and home care management. Product titles below link to their current Vrenara pages.

Resource	Primary audience	Format and language
<u>HHA First Assignment Guide</u>	New home health aides	Printable PDF English and Spanish
<u>Aging Parent Emergency Binder</u>	Families and caregivers	Printable PDF English and Spanish
<u>Private Caregiver Hiring Toolkit</u>	Families hiring private care	Printable PDF English and Spanish
<u>Dementia Hospital Communication Kit</u>	Families navigating hospital and care transitions	Fillable and printable PDF English and Spanish
<u>AI Playbook for Home Care Agency Owners</u>	Agency owners and workforce leaders	US Letter PDF English
<u>Bilingual Caregiver Communication Cards</u>	Caregivers, families and training programs	Fillable and printable PDF English-Spanish
<u>If Something Happens to Me Binder</u>	Adults and families planning for continuity	Fillable and printable PDF English
<u>AI Toolkit for Home Care Managers</u>	Managers, supervisors, recruiters and trainers	Fillable and printable PDF English

[Browse all digital downloads](#) | [Browse free resources](#)

Agency resources in development

Vrenara is developing physical and agency-ready kits for onboarding, caregiver support, supervision, and workforce retention. Pilot, licensing, and collaboration inquiries are welcome while those resources are being finalized.

Ways to work with Vrenara

Editorial and educational features

Vrenara can contribute practical perspective and resources for coverage involving caregiver readiness, first-assignment preparation, professional boundaries, aging-parent organization, private caregiver hiring, dementia communication, workforce support, and responsible uses of AI in home care management.

Podcasts and community education

Relevant formats include podcast interviews, caregiver education conversations, resource roundups, community presentations, newsletter features, and practical question-and-answer content.

Creators and reviewers

Caregiving, aging, family preparedness, dementia-support, and home care workforce creators may request a review copy. Any review, recommendation, or affiliate relationship should be disclosed clearly and must not imply clinical approval or guaranteed outcomes.

Organizations and resource partners

Senior organizations, caregiver groups, faith and community partners, training programs, employers, and nonprofits may link to Vrenara guides and free resources. Distribution of paid resources requires the appropriate individual, household, or organization license.

Inquiry information

Email hello@vrenara.com with the outlet or organization name, audience, proposed topic, requested resource, deadline, and intended use. Do not send completed worksheets or sensitive client, patient, employee, medical, or financial information.

[Organization licensing information](#) | [Contact Vrenara](#)

Ready to use descriptions

One sentence description

Vrenara creates practical, easy-to-use resources that help caregivers, families, and home care organizations feel more prepared for the moments when they are unsure what to do next.

Short description

Vrenara provides printable and digital tools for caregiver readiness, aging-parent organization, private caregiver hiring, dementia communication, and home care workforce support. Its resources are designed to turn complicated care responsibilities into clear, manageable next steps.

Boilerplate description

Vrenara is a caregiver and home care resource company guided by the belief that the people responsible for care deserve practical support of their own. Through downloadable tools, bilingual resources, workforce solutions, and developing agency kits, Vrenara helps caregivers, families, and organizations approach care with greater preparation, confidence, and clarity. Vrenara resources are informational and organizational and are designed so that customers do not submit protected health information to the company.

Approved topics

- Caregiver readiness and first-assignment preparation
- Professional boundaries, reporting, and documentation habits
- Aging-parent organization and family care preparedness
- Private caregiver interviewing and household expectations
- Dementia communication during hospital and care transitions
- Bilingual caregiver communication
- Workforce support and responsible AI use in home care management

Important description boundary

Vrenara products are educational and organizational resources. They do not replace medical, legal, financial, employment-law, or emergency guidance; a plan of care; a clinician's instructions; supervising nurse direction; or an organization's policies.

Vrenara links

Use these links for media references, resource roundups, interviews, reviews, and collaboration inquiries.

Destination	Web address
Website	vrenara.com
Digital downloads	vrenara.com/shop
Free resources	vrenara.com/free-resources
Practical guides	vrenara.com/guides
About Vrenara	vrenara.com/about
Home care agency solutions	vrenara.com/home-care-agency-solutions
Organization licensing	vrenara.com/licensing
Contact	vrenara.com/contact
Bilingual resources	vrenara.com/bilingual-caregiver-resources
Families hiring private care	vrenara.com/hiring-a-caregiver
Dementia and aging parent planning	vrenara.com/dementia-aging-parent-planning

Brand assets

Use only Vrenara-approved logo files without recoloring, stretching, redrawing, or placing competing graphics inside the logo clear space. High-resolution PNG, SVG, and print-ready PDF files are available for approved media and partnership use by request.

[Request approved assets](#) | [Visit Vrenara](#)



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