What services can an HCA provide?

An agency, and the caregivers 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 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 administer medication?

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

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 Personal Care Attendant Services or other services offered to DSS clients?

No. HCAs may only advertise services that are allowed under the DCP credential. You may state that you participate in programs administered by the Department of Social Services for qualifying individuals.

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.

Contact the Department of Consumer Protection

Main Line (860) 713-6100
Investigations Division (860) 713-6180 dcp.investigations@ct.gov

Consumer Complaint Center (860) 713-6300
Toll Free: (800) 842-2649 dcp.complaints@ct.gov

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