

Starting a Home Health Care Business

It's important for you to pick the right franchise concept. One that not only offers continued growth opportunities (even in a sluggish economy). With the unprecedented growth of the aging Baby Boomer population, a senior care franchise offers great potential for the right franchisee. But what separates Right at Home from the rest of the senior care franchises?

Right at Home offers franchisees the most comprehensive package of concept, territory, training, alliances, and franchisee support. In addition, our executive team has nearly a half a century of collective home health care experience to help guide you in your new venture. Right at Home also provides exactly what you need to offer a complete range of home care services including companionship, personal care, skilled nursing and medical staffing services.

There are other advantages to a Right at Home franchise:

- We provide some of the best caregiver training in the industry, including Right at Home University. You can be confident that when you send a caregiver to a client, they are well-trained and knowledgeable.
- We offer staff incentive programs in order to help you attract and retain top quality personnel at the local level. Some of our caregiver programs include:
 - The Right at Home CERT ProgramSM – a free, proprietary, Internet-based education and training system for your caregivers; and,
 - Our Care RewardsSM recognition and incentive program, and Volunteering With A PaycheckSM initiatives are both designed to optimize recruitment and retention of caregivers.
- Right at Home offers marketing programs designed to help you position yourself as the home health care expert. For example, our Caring Right at Home newsletter program is distributed to over 140,000 referral sources and decision makers nationwide.
- Whether at our regional meetings, our annual conference, or simply through our online forums, Right at Home encourages business collaboration and sharing of best-practices throughout the system.

Questions? Call 877.697.7537. When you get the facts we think you'll agree - Right at Home is one of the best home health care franchise opportunities available today.