



HomeCare
ADVOCACY NETWORK

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CONTACT

Mark Goetz, HCAN President/Co-Founder
mark@hcanthrive.com / 402-965-0737

Debbie Hilt, HCAN PR Consultant
dhilt@cox.net / 402-350-5222

**New, Omaha-Based Home Care Company Aims
To Enhance Senior Services and Employment Opportunities**

***The HomeCare Advocacy Network Offers Franchise Options
For Individual Entrepreneurs and Senior Living Communities***

(OMAHA, Neb.) — A new home care organization has launched in Omaha, Nebraska. Led by executives from the home care and senior living industries, the HomeCare Advocacy Network (HCAN) offers franchise ownership options for individual entrepreneurs as well as senior living providers.

“We’re currently the only franchisor that’s offering both options - the traditional home care franchise and an option that’s tailored specifically for senior living providers,” said Mark Goetz, co-founder and president of HCAN. “While there are many synergies between senior living and home care, they’re really very different, and many communities struggle with service delivery. We created the HomeCare Advocacy Network to help senior living providers take advantage of the franchise home care model that has proven to be incredibly successful.”

HCAN offers a unique franchising partnership with senior living providers, offering the training, structure and system support needed to help them effectively add home care services to their business while utilizing their own brand.

“My family knows, first-hand, the power of compassionate caregiving,” Goetz said. “From companionship and personal care to Alzheimer’s and dementia care, we want to help senior living providers effectively provide additional, in-home services residents who live on-campus as well as to seniors who live outside of their community.”

A western Iowa native, Goetz has nearly 20 years of experience in the senior care industry. He said headquartering in Omaha was an easy decision for him, his wife and co-founder, Sierra, and other supporting partners.

“It’s kind of like a David and Goliath thing, because Omaha is already home to two of the world’s largest home care providers,” he said. “But we believe there’s room for us, and this is where we want to be. We look forward to growing our business and adding quality jobs in our community.”

Goetz added that the first individually-owned franchise, operated by Omaha natives Ryan and Juli Gray, began offering services in Douglas County, in April 2020.

The HCAN corporate headquarters and local franchise office are currently located at 3610 N. 163 Plaza in Omaha. For more information about, call 402-965-0737 or visit hcanthrive.com

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