



HomeCare
ADVOCACY NETWORK

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The HomeCare Advocacy Network Offers Franchised Home Care Option For Senior Living Providers

(OMAHA, Neb.) — Led by executives from the senior living and home care industries, the new HomeCare Advocacy Network (HCAN) aims to change the way senior living providers deliver in-home services to current and future residents.

“For years, we’ve watched senior living providers struggle with home care. While there are many synergies between the two, they’re really very different,” said Mark Goetz, co-founder and president of HCAN. “We created the HomeCare Advocacy Network to help communities take advantage of the franchise home care model that has proven to be incredibly successful.”

Founded in January 2020, HCAN offers a unique “white label” franchising partnership with senior living providers. Grounded in many years of industry experience, HCAN provides the training, structure and system support needed to help communities effectively add home care services to their business.

“If senior living communities are not providing in-home services, they’re missing an opportunity,” Goetz said. “Because we offer a white label option, our franchise partners can retain their name and grow their business without investing in brick and mortar.”

The HCAN model also allows senior living providers to extend services off-campus - establishing relationships with families early on in their senior care journey.

“If you’re not out there taking care of future residents, someone else is - and they will try to keep them,” Goetz said. “Through HCAN, senior living communities can compete for home care business - providing services to that could help seniors eventually transition into their community, nurturing their future residents in a more effective way.”

HCAN also offers stand-alone franchise opportunities that are not connected with senior living communities. The corporate headquarters and first franchise office are located in Omaha, Nebraska.

For more information about HCAN, call 402-965-0737 or visit hcanthrive.com.

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