



Home Care Market Landscape

A look at what home care decision makers want
and how to get upstream in the home care market.

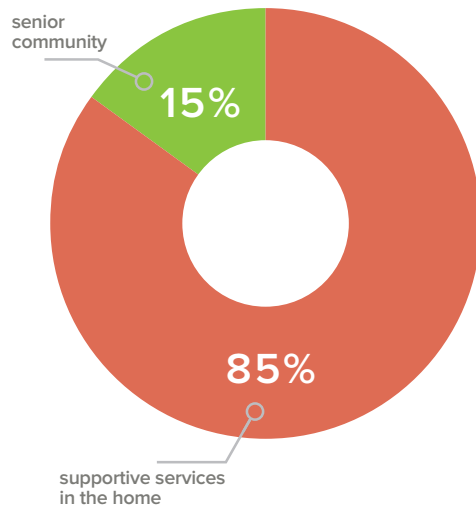
HOMECARE SERVICES MARKET LANDSCAPE



QUESTION

1

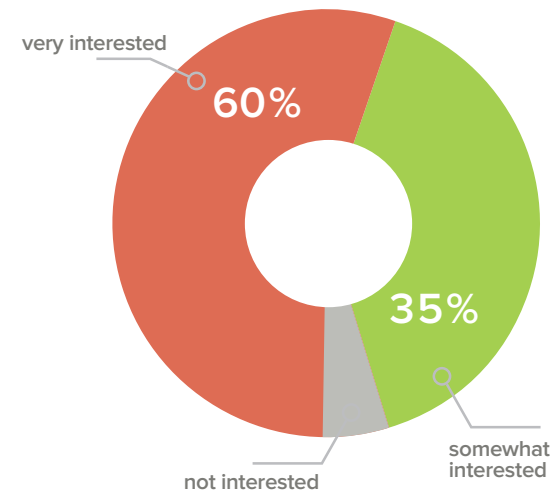
When additional care is needed for a loved one, I would prefer to:



QUESTION

2

If a respected, local senior care community offered in-home services to your senior loved one prior to moving into the community, how interested would you be in that offering?



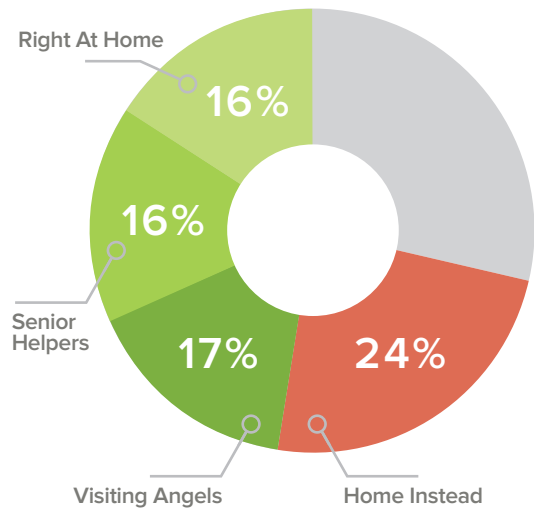
*45-70 yr Females
\$75,000+ Income*



QUESTION

3

Which of the following home care companies are you currently most likely to engage if your senior loved one needs in-home services?



Home Instead
24%



Visiting Angels
17%



Senior Helpers
16%

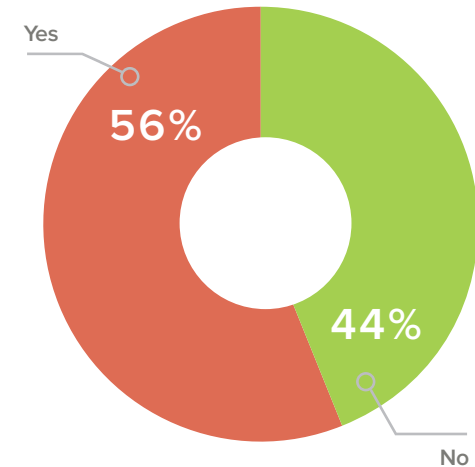


Right At Home
16%

QUESTION

4

If your senior loved one moves into a community would you continue to retain the in-home service provided by a professional caregiver?



Yes, this would ease the transition

56%

No, the community should now provide all services

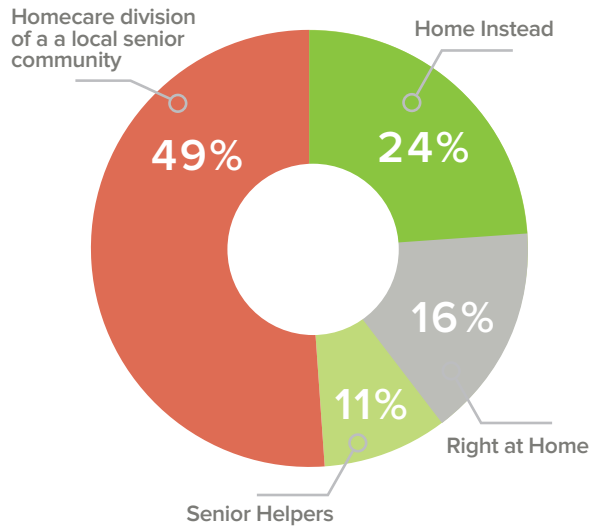
44%

It's about  relationship.

QUESTION

5

When considering the options below, which would you be more likely to engage for in-home senior care services?



The homecare division of a local senior care community

49%

The bottom line is that Senior Living is sitting on MASSIVE opportunity.



The time is now.

Home Instead

24%

Right At Home

16%

Senior Helpers

11%

QUESTION

6

Using a few keywords, please tell us the most important traits a caregiver should bring to the job (i.e. compassion, patience, empathy).



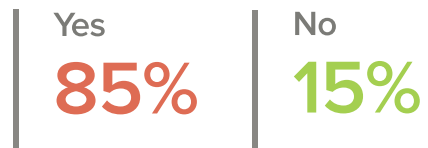
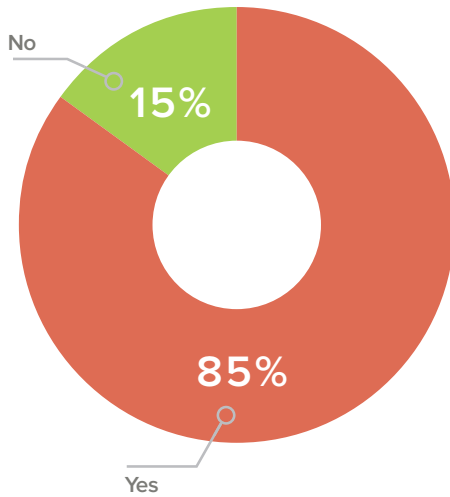
Let's help you get started on your path to finding your next great group of Care Advocates today.



QUESTION

7

If a senior care community is already providing your aging loved one with in-home care, would that positively impact the decision to eventually move your senior into that community?

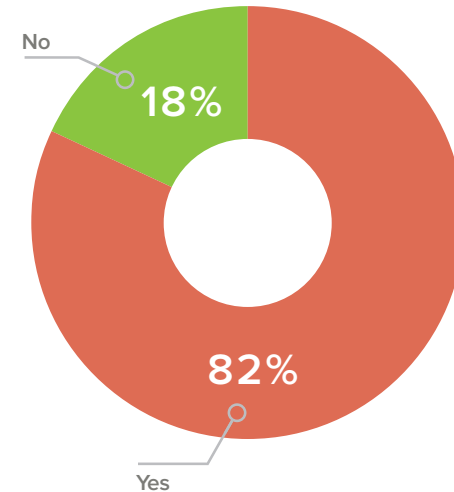


8,500 say the fact that they are getting services from you would **POSITIVELY** impact their eventual senior living decision.

QUESTION

8

As a consumer, would you expect a senior living community to provide in-home services (companionship, personal care, etc) as part of their service offerings?



Over 4 out of 5 consumers assume that there's some form of Home Care provided **BY** or **AT** the senior living community.

Partnering with HomeCare gets you:

1

Your own branded home care business

2

Training and support for your home care leaders

3

Financial leadership to ensure you get on and stay on the right track

4

Systems and support that allow you to grow your home care business

5

A new integration into the community of decision makers who are seeking services now, allowing you to get upstream.



HomeCare[™]
ADVOCACY NETWORK



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