

Contact
Morris Shamouni
(310) 901-5611



Franchise Opportunity

Build
prosperity
while
making
a real
difference.



A Significant Opportunity

According to IBIS World, a leading US-based market research firm, homecare is one of the fastest-growing healthcare industries in the U.S. In a recent report, *'HomeCare Providers in the US'*, they noted that *"Homecare saves patients billions of dollars every year by treating them in their homes instead of in hospitals."* The report notes that the combination of "an aging population, the prevalence of chronic disease, growing physician acceptance of homecare, medical advancements and a movement toward cost- efficient treatment options from public and private payers have all fostered industry growth."

During the last five years, demand for home care has grown by an estimated average annual rate of 4.8%. This year, "revenue is expected to increase 4.2% to *\$74.2 billion*, and over the next five years, revenue is forecasted to grow at an average annual rate of 5.2% eventually reaching *\$95.5 billion*."

- ▲ REVENUE GROWTH
- ▲ TREATMENT OPTIONS
- ▲ HOMECARE DEMAND



The Qualicare History

The Qualicare story began over 20 years ago when founders, Andrea and Wayne Nathanson, helped Wayne's father, Nardy, fight a lengthy battle with ALS. Every day there was a new obstacle that required an education to handle. They lived through situations that had to be addressed suddenly. Their eyes opened to the overwhelming complexities that become part of providing care to a

chronically ill family member. If it weren't for Andrea's training and desire to manage and coordinate all these required resources, it would have been much more difficult for Nardy and the family to successfully move through the challenging situation they faced.

The vision of Qualicare emerged from this difficult experience. Combining

their experiences; Wayne, a business manager and Andrea, a medical professional, created a homecare service that focused on providing premium, individualized and collaborative service to families who wanted the very best options for their ailing loved ones. Their goals were to provide the best quality of life for the loved one and peace of mind for their overburdened families.

By the end of his life, there were more than forty people involved in Nardy's care, including: doctors, specialists, public health professionals, pharmacists, registered nurses, massage therapists, personal caregivers, occupational therapists, physiotherapists, hospice volunteers, foot care specialists, religious leader, ALS support team, social workers.



"We internalize our values, share them, live them."

Jonathan Nedeljkovic

President and CEO, Qualicare Family Homecare

Core Values:

- Client Focused
- Be the Difference
- Better Together
- Listen, Learn & Grow
- Deliver Quality with Every Action
- Transparent, Honest and Respectful
- Beyond the Usual
- Find the Joy

Our Mission:

To provide innovative home healthcare solutions with integrity, dignity and compassion.

Our Vision:

Improving quality of life.

Care for the Whole Family.

Too often, medical crises will cause severe emotional and/or physical stress on a family caregiver. In our experience, families are under as much stress and pain as those they care for, but often do not receive any support. Part of our approach is to address the needs of the entire family, “Family Homecare” empowers them to support their loved one while we handle their care.

Relieving families of the caregiving duties frees them to spend precious time with their loved ones. This means relating to the patient with the kind of understanding and acceptance that their own family member would. Involving ourselves in the lives of everyone affected helps to share the weight of the situation at hand and hopefully bring some calm to the chaos that is building. This is just one of the ways we positively impact the lives of those that we support. Families can bring balance back to their homes while having peace of mind about their loved one’s care and our clients get the treatment and attention they need without feeling like a burden to those around them.

Just as we focus on the entire family, we support people of all ages. Although it is definite that providing homecare services to the senior care age group is the most significant opportunity, according to the American Medical Association, over 30% of homecare services are delivered to people under 65 years of age. Anyone can need homecare support at some time during their life. Qualicare is here to fill those needs as comprehensively and compassionately as possible.



The 360° Approach

A competitive difference for homecare.

Qualicare's 360° Approach encompasses non-medical services, medical and clinical services, community resources, as well as concierge level consulting and support. It is designed to ensure we look at each client's unique needs and goals from every angle - from bathing and dressing to supporting families during a medical crisis to researching alternative types of treatment.

It allows Qualicare to provide world-class care and ensures that families can trust Qualicare to support them no matter what their needs are. It starts with listening and taking the time to fully understand each situation. Then a local Care Expert develops a personalized 360° Care Plan that is complete, professional, and tailored.

If needs change, our 360° Care Plan changes, too. It is designed to be flexible and unique to each client, illness, and disease. The goal is to take on the heavy lifting and specialized work so families can be families.



We look at five areas of care to make sure that nothing is missed.





Care Experts

A trusted, local care guide for families.

Each Qualicare location has one or more local Care Experts - they are experienced care professionals with roots in the local community. Paired with a client and their family right from the very beginning, Care Experts use their knowledge and experience to guide families through the care journey. Our aim is to ensure families never feel alone.

They're often Registered Nurses, but they are always experts in homecare and know their way around the complex healthcare system and the resources that are available so they ensure clients can get what's needed, when it's needed. They serve as a constant guide available to help clients and their families explore care and health options, or offer advice as situations and needs change.

But more than that, they are compassionate individuals that care enough to listen and get to know who they're caring for, so they can advocate for and ensure the best care possible.





Our Commitment to your success.

Educate. Inspire. Build. Grow. Transform.

COMPREHENSIVE TRAINING

Our training program spans over twelve months; with eight weeks of pre-opening training, one week of classroom collaboration and a one-year QuickStart program featuring one-on-one coaching and skills development. E-learning programs will further educate and develop your team members.

GROWING YOUR BUSINESS

Qualicare's Business Coaches are available on an as-needed basis to assist you and your staff. By working with your team in your territory, they'll help you get your business operating and profitable as quickly as possible, accelerating your business start-up and improving growth potential.

ON-GOING SUPPORT

Fully committed to your success, Qualicare invests heavily in infrastructure and education, so that you have the tools you need to stay successful. One-on-one support helps you realize the true benefits of our business model, while our support team is available to answer all of your questions.

BUSINESS MANAGEMENT SOFTWARE

As a Qualicare Franchise Partner, you'll receive all the software you need to operate your business, including dedicated tools for scheduling client care, billing, payroll and managing client relationships. Support for each program is available directly from the vendor, and is accessible at all times.

Make it your business to care.

Franchise facts:

- 3-Tiers: Non-Medical, Medical and 360° Approach
- Personalized franchise support and staff training
- Franchise Fee: \$49,700
- Royalty Fee: 5%
- Branding Fee: 1%
- Protected Territory
- 6-8 week selection process
- Veteran Discount: 2 for 1 territory

Owner Profile:

- A passion for going above and beyond the call of duty
- Natural relationship builder
- Excellent communication and interpersonal skills
- Sales, marketing, networking, business operations/management or related medical background an asset
- 50K liquid assets required (100K to 150K total investment)
- Involved in the community and driven to make a difference
- Lives within or close to their preferred territory

Discover Qualicare

10 steps to becoming a franchise owner:

1 Submit your enquiry form

Are you interested in learning more? After you're finished browsing our site, submit your enquiry form and we will get in touch with you shortly.

2 1-1 Call and Video Calls

Let's get to know each other! Schedule a 1-1 call for us to learn more about you, your goals as a business owner and provide you with details about the Qualicare opportunity.

3 Begin your journey in our Discovery Process

Once your eligibility is determined through a confidential franchise application, we start building your file for an application to join the Qualicare family.

4 Review Franchise Disclosure Document

Learn all the intricacies of our transparent contract while diving deeper into our business model.

5 Meet the President

Connect with our President. Start to plan some of the logistical components including territory, licensing and financial funding.

6 Franchise Partner Validation

Spend some time talking to our Franchise Partners, who can give you a detailed perspective on their day to day activities, and of course, how much they love helping people in their communities.

7 Final Board Interview

Speak with a board member to solidify your eligibility, and to confirm any necessary final details before you submit your official application.

8 Board Application & Deposit

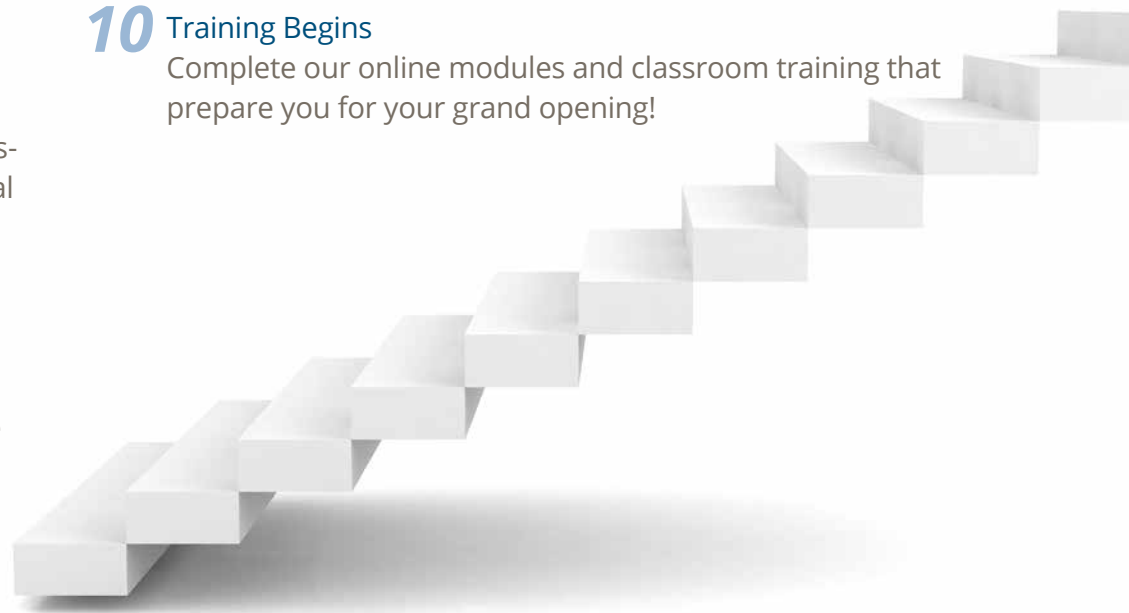
We submit your final application for your specific territory along with a 25% deposit. The board will review your file and complete a background check before notifying you of an approval.

9 On-Boarding

If the application is approved, sign the agreement and pay the franchise fee. Welcome to the Qualicare Family! As part of the on-boarding, receive your Franchise Owner IDs for the Qualicare software platforms.

10 Training Begins

Complete our online modules and classroom training that prepare you for your grand opening!





Make It Your Business to Improve the Quality of Others' Lives

Call or email us today to learn more about the Qualicare opportunity:

Call Toll Free: (310) 901-5611

Email: morris@generalfranchise.com

Visit: americasgreatestfranchises.com



As featured in:

Forbes Money

