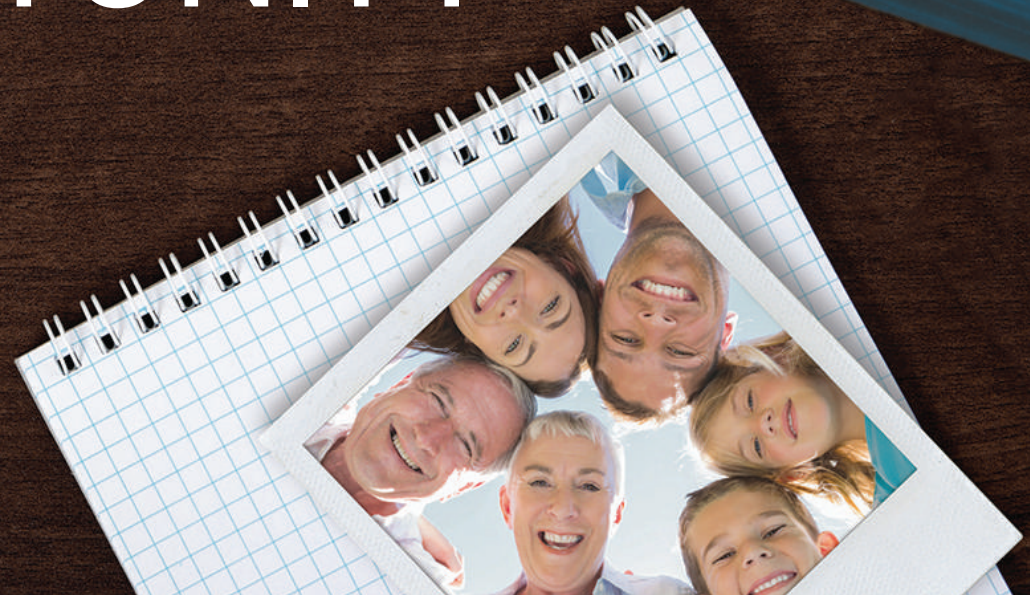




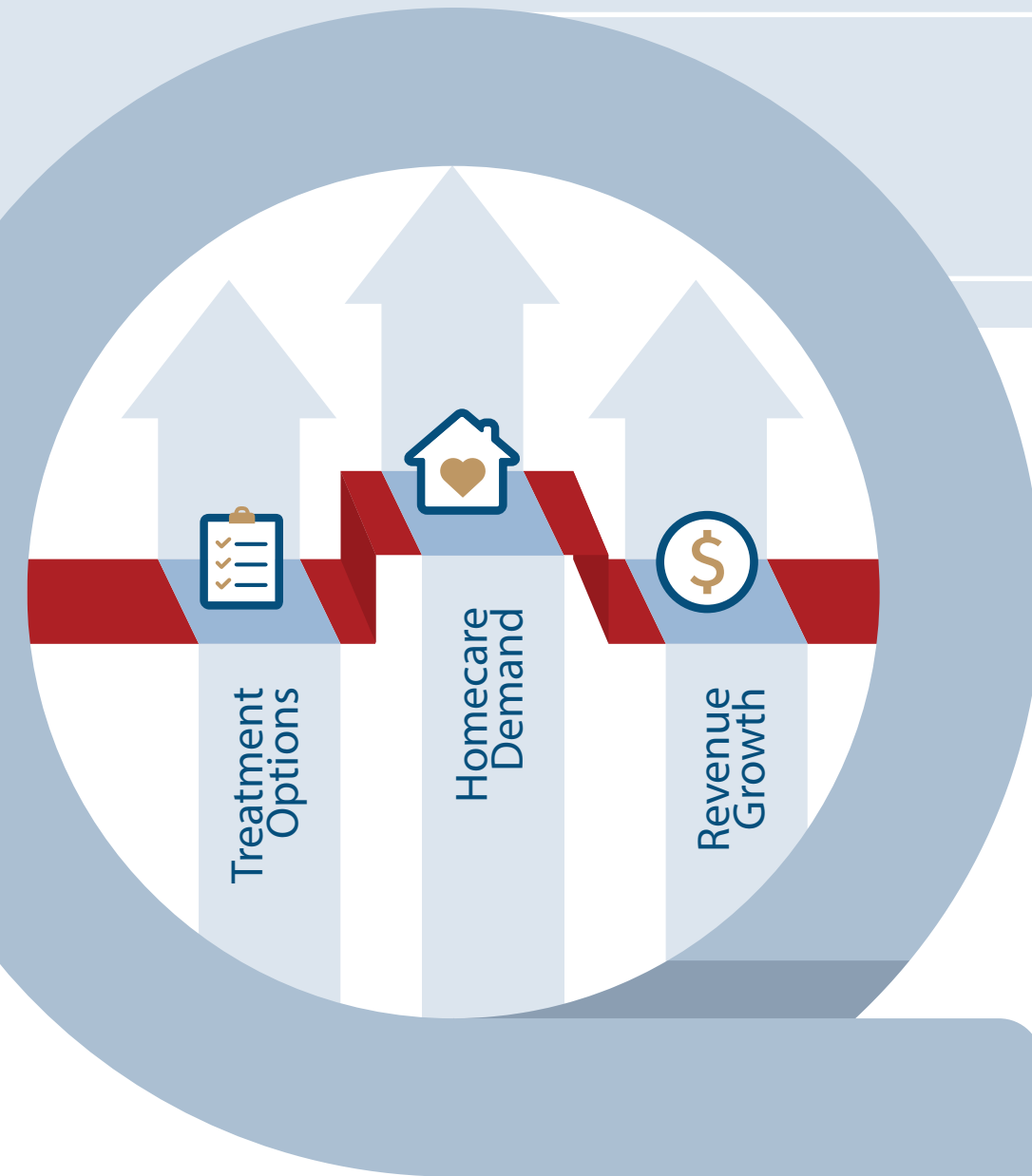
# FRANCHISE OPPORTUNITY



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 towards cost-efficient treatment options from public and private payers have all fostered industry growth."

Demand for home health care has been rising in recent years. According to Family caregiver Alliance, by 2050, the number of individuals using paid long-term care services in any setting (e.g., at home, residential care such as assisted living, or skilled nursing facilities) will likely double from the 13 million using services in 2000, to 27 million people.

# 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.

By the end of his life, there were more than forty people involved in Nardy's care, including:

doctors      specialists      public health professionals      pharmacist  
registered nurses      massage therapists      personal caregivers  
occupational therapist      physiotherapist      foot care specialist  
religious leader      ALS support team      social workers      hospice volunteer

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 experience; 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.

## Our vision:

Improving quality of life.

## Our Mission:

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

## Our Values:



Client Focused



Be the Difference



Better Together



Deliver Quality with Every Action



Transparent, Honest & Respectful



Listen, Learn & Grow



Beyond the Usual



Find the Joy

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

- Jonathan Nedeljkovic

# Care for the Whole Family

Too often, medical crises will cause severe emotional and/or physical stress on 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 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.





# Non-Medical Services

Qualicare offers extensive services that are uniquely designed to meet your family's preferences and needs.

No matter what tasks we undertake, the goal for all types of care remains the same: to Enhance the Quality of Life.

- Companionship
- Light housekeeping and meal preparation
- Help with errands and grocery shopping
- Assistance on outings
- Bathing and dressing
- Transportation
- Respite care to give family a break
- Accompaniment to medical or other appointments
- Aesthetic services
- Community or social

... and more

# Medical Services

Available Nurse oversight and coordination of other medical disciplines are available to meet the diverse and changing needs of our clients. This ensures that they receive the care they require, specific to their needs, and properly organized by our Care Coordinator.



- Catheter insertion
- Wound care
- Injections
- Medication management
- Palliative/end of life care
- Mental illness care
- Disease-specific care
- Foot care services
- Rehabilitation services
- Physiotherapy services
- Occupational therapy
- Speech/language therapy
- Respiratory therapy
- Cognitive rehab therapy
- Massage therapy
- Dietician services

...and more



# Our 360 Approach

Qualicare's 360° Approach provides families with a complete perspective and full range of options for their loved one's care. Our Care Coordinators provide second to none collaboration and advocacy with physicians, hospitals, social and community organizations, as well as any other needed services. Public or private sector, our Care Coordinators will leverage any necessary resource to ensure the possible care.



## Advocacy

- Accompaniment to doctor or specialist appointments to facilitate clear information and communication to all necessary parties
- Coordinate access to available government services
- Help in reviewing unwanted or unnecessary testing or procedures
- Medicaid/Medicare assistance in education and planning
- Elder abuse/predation education

## Facilitation

- Care recommendations
- Home renovations/equipment installation
- Financial needs, estate planning
- Insurance claims support
- Moving solutions
- Retirement/assisted living planning, placement and transition assistance
- Coordination of other needed services

## Advanced Care Coordination

- Medication list and review of side effects
- Supplier of assistive devices/Tele-Medicine equipment/supplies
- Research of domestic and global treatment options
- Community services awareness and integration
- Health education/illness prevention
- Family guidance, support, and education

...and more



# Our Commitment to You



## COMPREHENSIVE TRAINING

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



## ON-GOING SUPPORT

Full 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.



## 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.



## BUSINESS MANAGEMENT SOFTWARE

As a Qualicare Franchise Owner, 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.

Education. Inspire. Build. Grow. Transform.



## Owner Profile

- Entrepreneur with a strong sales background or experience in marketing and business operations or related medical background
- 150K+ liquid and 250K+ net worth
- A passion for going above and beyond the call of duty
- Natural relationship builder
- Excellent communication and interpersonal skills
- Excellent communication and interpersonal skills
- Involved in the community and driven to make a difference
- Lives within or close to their preferred territory



## Franchise Facts:

- 3- Tiers Nom-Medical, medical and 360° Approach
- Personalized franchise support and staff training
- Franchise Fee: \$49,700
- Royalty Fee: 5%
- Branding Fee: 1%
- Protected Territory: Population 200K
- 6-8 weeks selection process, virtual discovery day option

Make it Your  
Business to Care.



# 10 Steps to Becoming a Franchise Owner:

1

## SUBMIT YOUR INQUIRY FORM

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

2

## REVIEW OUR FRANCHISE BROCHURE

Let's get to know each other in an initial call. We use this discussion to learn more about you, your goals as a business owner and provide you with detail to get you started.

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

## TERRITORY REVIEW & LICENSING INFO

Review available territories and the correlating demographic information associated. We also provide information about your state licensing application process.

6

## MEET THE TEAM DAY

Virtually or in person! You will meet with members of the Qualicare Training, Support and Development team and learn more about what happens once you become a Franchise Owner.

7

## FRANCHISE OWNER VALIDATION

Spend some time talking to our Franchise Owners, 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.

8

## BOARD APPLICATION & DEPOSIT

Once all the steps have been successfully completed, your file is presented to the Board for territory award. If approved, a 25% deposit is forwarded and your final contract is drafted for signing.

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 your grand opening!

# Discover Qualicare

# 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: (571) 450-9324



Email: [franchise@qualicare.com](mailto:franchise@qualicare.com)



Visit: [qualicarefranchise.com](http://qualicarefranchise.com)



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