

FRANCHISE OPPORTUNITIES



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STANDARDS OF EXCELLENCE

BUILD A REWARDING
HOME CARE BUSINESS
IN A GROWING INDUSTRY



This advertisement is not an offering. An offering can only be made by a disclosure document filed first with the Department of Law of the State of New York or appropriate agencies of the respective filing states. Such filing does not constitute approval by the Department of Law of the State of New York or any such agencies.

“Growing up, we were all taught to be independent. Take care of ourselves. Watch out for family.

That can be difficult when natural aging, disability or illness affect us and our loved ones.

With Medcross[®], we offer a way for people of all ages and conditions to remain in their homes. That’s because we believe home is where the heart is. And it’s where people can best thrive, when they have the proper care and assistance.”

Homa Puga,
Founder of Medcross[®]

BETTER HEALTH AND BETTER LIVES...AND A BETTER OPPORTUNITY FOR YOU.

The nurturing environment of the home was the foundation for Medcross[®] when I started the founding concept in 2008. Home has always been important to me; from my earlier career working from home as an accountant, to selling homes as a real estate broker, to today with a rapidly expanding home health care business, I have kept my focus on “family at home.” My family also has a background in the healthcare field, so helping others has always been important to me.

The vision of Medcross[®] is to offer a broad range of care services to a wide range of clients.

We help people remain at home, and provide services to people from all economic and cultural backgrounds. Whether faced with illness, disability or simply advancing age, we believe people prefer to stay within the comforts of familiar surroundings with access to the care they need. When families choose Medcross[®], they appreciate an affordable option for home care services without compromising quality. But we are also flexible, and can provide services beyond the home setting.

Now, Medcross[®] franchise owners can help their local communities with a better quality of life for seniors and families. And they can develop businesses they can take pride in calling their own.

Ready to make an impact?

If you have a passion for helping others and believe in the nurturing power of quality care like we do, become part of the Medcross[®] care family. It’s an opportunity that will bring personal and professional rewards like no other.

Thank you for your interest in the Medcross[®] franchise program.

OUR VALUES

Treat everyone with compassion.

Respect all individuals.

Make a difference in the lives of those we serve.

Use our knowledge and abilities to support our community.

Focus on the future and continual improvement.

Create a high-performance culture with a sense of pride.



Homa Puga, Founder

BUILD A CARING COMMUNITY – AND A REWARDING BUSINESS

As a Medcross® franchise owner, you can help people take better control of their lives and enjoy everyday activities in the comfort of their own homes. By leveraging our business model, you and your trained, dedicated staff can provide quality care at home to those affected by age, disability or illness. Instead of leaving familiar surroundings for an assisted living or long-term care facility, your compassionate services give clients a way to stay at home as long as possible. However, when appropriate, you can even offer services in settings outside the home, such as hospitals, group homes and hospices.

Your Medcross® franchise can help clients maintain quality of life by first providing a thorough assessment (conducted by a registered nurse you have on staff), and then tailoring a customized set of services from a full range of options, such as:

- General Care / Assisted Daily Living (ADL)
- Incidental Transportation / Shopping / Errands
- Companionship
- Cooking / Meal Preparation
- Bathing / Hygiene Assistance
- ...and more

A Focus on Quality of Care.

Leveraging our overriding philosophy of Trust, Value, and Honesty, your fully-screened care providers will include reliable, responsible and well-qualified, well-trained home health aides, and your Medcross® operations will be licensed, bonded and insured to provide quality home care and services to the elderly and disabled. And, unlike other traditional home care agencies, Medcross® places priority on hiring multi-lingual caregivers to provide care to clients in their primary languages, from English to Farsi, Vietnamese, Mandarin, Spanish, Arabic, Korean, Urdu, Hindi and more. This broadens the ability to serve more people and provide clients with additional levels of comfort.

Become part of the Medcross® team and make a difference for families throughout your community!



80%
of clients reported
YES,
they would definitely
recommend our agency
to friends and family,
a satisfaction level
above state and
national averages.

¹ <https://www.healthcare4ppl.com/home-health/virginia/burke/best-health-care-services-llc-497689.html>

“After my first call, I knew I had found the best choice. They were professional, timely, caring and knowledgeable.”

- Frances, Google Reviews



RIGHT TIME. RIGHT PLACE. RIGHT OPPORTUNITY.

Did you know the home care industry is expected to see substantial increases in the coming years?²

Growth is driven by aging baby boomers who want to stay in their homes and maintain their independence, even when they face health compromises. Every day, 10,000 baby boomers reach age 65 through 2030.³ Nearly 90 percent of seniors want to stay in their own homes as they age; and 82 percent would prefer to stay in their homes, even if they begin to need day-to-day assistance.⁴

The need is universal; population aging will be an ongoing trend. This means there is a continual, growing demand for people and organizations who can provide a range of care services and help families caring for aging loved ones.

Seniors want care that allows them to stay in their homes and maintain their independence.

Reliable. Reputable. Rewarding.

This is a tremendous opportunity for you to own a business and provide services year-round, in one of the fastest growing industries, and to achieve personal fulfillment that comes from helping others.

As a Medcross® franchise owner, you can meet the needs of a diverse population for high-quality non-medical care services. Potential clients include the elderly, disabled individuals of all ages and those who need assistance after surgery or illness.

You will be in the business of building relationships in your local community. As a part of our team, you can take advantage of an established business concept that offers personal fulfillment and a rewarding professional opportunity.

Medcross® provides much-needed solutions to the marketplace – and a fulfilling opportunity to own a business that will bring you personal and professional rewards every day.



¹ <http://www.matrixcare.com/blog/growth-home-care-industry/>

² <http://www.mybudget360.com/looming-retirement-crisis-baby-boomer-hit-retirement-age-per-day/>

³ <http://www.ihusa.com/AginginPlaceFacts-Data.htm>

⁴ Occupational Outlook Quarterly Spring 2014.

FRANCHISE TRAINING AND SUPPORT. BEYOND THE STANDARD.

The Medcross® business model is built on years of having navigated the changing landscape of the in-home care industry and applied best practices to it. You can take advantage of nearly a decade of experience and start building your business with confidence from Day One. Whether it's dealing with private pay clients or insurance companies, or managing caregiver schedules and other important business functions, we will be there to share our know-how with you.



Start-up guidance

We provide guidance as you navigate the commercial real estate market to find the right office space for your day-to-day operations, typically about 1,000 square feet in a commercial office setting with several offices suitable for client meetings, interviews and administrative work.

Comprehensive training and support

Our experienced staff will train you on business operations, billing and scheduling systems, client and caregiver recruiting, and more. In addition to start-up corporate-based training and initial onsite support, we may also provide training through national business meetings or conventions, on-line training on best practices and business development tactics, and remote support by phone or email, when needed.

Confidential operations documentation

A complete procedures manual will provide you key details about daily operations, business management, reporting and forms, quality control, and marketing and sales processes and more.

Supplier and software programs

You will have access to approved equipment suppliers as well as customized business management software programs to help maximize operational efficiencies.

Marketing assistance

We will provide sample materials and guidance to help promote your business in your local market and you'll have presence on our corporate website to help maximize your business' visibility.

We've built our franchise program on the same principles as our business model. Not only do we respect you, we care about you. We want to make sure you have all the tools and support you need to truly enjoy your career as a Medcross® franchise owner. And we want to help you build a business you are proud to call your own.



MAKE AN IMPACT ON YOUR FUTURE AND ON THE LIVES OF OTHERS



This is an incredible opportunity to help an aging population continue to live independently in their own homes, as well as other clients who require in-home care. By offering exceptional Medcross® services, you also help ease the burden of families who want the best quality of life for their loved ones.



A Medcross® home care franchise is about much more than professional or financial rewards. We know you want to make the right decision about franchise ownership. That's why we want to hear from you – about your passion for helping others, your questions and concerns about the home care industry, and about your ambitions as an independent business owner.

You do not need to have previous home care industry experience to join us; we'll provide the support and training you need to start up and run your home care business. But we do have program options for existing home care businesses looking to take their operations to the next level.

Of course, no matter what, you can expect us to be as honest and respectful as we are with our Medcross® clients. It's the best way we know to help you build a business that delivers financial reward as well as personal fulfillment.

If you have the passion to find your home in one of the fastest growing industries, you belong with the Medcross® family.

