



HomeCare[™]
ADVOCACY NETWORK

Relationship-Driven Senior CareSM



ELEVATE YOUR SENIOR CARE PORTFOLIO:

Diversify Into Home Care Services

Senior living communities are missing out on potential revenue, 86% of all home care revenue comes from referrals by providers like them. HomeCare Advocacy Network (HCAN) can help expand a senior living provider's services into home care.



Founded and locally-owned in Omaha, Nebraska, HCAN is the **ONLY** home care company with a model tailored specifically to senior living providers.

With our unique partnership, we are bringing two worlds together – senior living and home care. We work with senior living providers to broaden their client base by helping them to create a non-medical home care business within their organization utilizing their **OWN** brand.

Integrate Home Care into Senior Living Seamlessly

HOW?

- 1 You partner with HCAN
- 2 We help you launch your own home care services brand
- 3 We provide all of your resources for the launch & operation of your business

Home Care Services Provide:

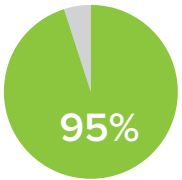
- ✓ Personal Care
- ✓ Meal Preparation & Nutrition
- ✓ Dementia/Alzheimer's Care
- ✓ Hospice Support



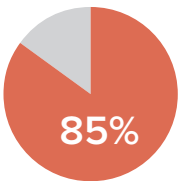
Creating Relationships That Thrive

- ✓ Establish Relationships With Home Care Clients
- ✓ Grow Those Connections Into Future Residents

HCAN's home care services model can help your senior living organization:



More than 95% of respondents said they would be somewhat or very interested in home care services offered by a respected, local senior living community – prior to moving into the community.



More than 85% of respondents said if a senior living community is already providing an aging loved one with in-home care, it would positively impact the decision to eventually move them into that community.

Senior Living Finds Success Through HCAN

“Although we're experts in senior living, home care is a different model. HCAN has helped us develop and maintain a home care division and ensure we provide seniors the best possible care while keeping our brand front and center. Our name is well known in the community, and we believe seniors will like the fact that their care is coming from a reputable nonprofit organization.”

- Jeff Hongslo

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EXPAND YOUR SERVICES. GROW YOUR MISSION.

Call us today to learn more.



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