



Non-Medical Home Care Benchmark Report

September 2014





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Introduction

THRIVE Media (THRIVE), publisher of *Lifestyles over 50* is pleased to provide the first Lehigh Valley Non-Medical Home Care Benchmark Report. **Thank you** to all the people and their respective organizations who took the time to participate. We believe that this Benchmark Report provides valuable insight to your organization.

Goal of Benchmark Report

In publishing *Lifestyles over 50* for almost 10 years, THRIVE recognized that most non-medical home care organizations conduct their own market study to evaluate the competition's client pricing, caregiver pay, scope of services and other information. *We have found these market studies to be limited in both the number of organizations surveyed and depth of information offered. Inherently, the integrity of the information provided was also suspect.*

THRIVE saw a need to conduct an anonymous, independent survey to (a) improve the care of seniors, and (b) empower home care companies to increase revenues and decrease operating inefficiencies by allowing home care providers to benchmark themselves against key performance indicators to measure their performance. Additionally, this report will allow community planners and other health and senior care organizations to adequately address the needs of an aging population.

Methodology

Over 30 non-medical home care organizations were contacted for this survey. Not every organization met the qualifications for the survey group to be included in this report. Also, not all respondents answered each question. In many cases, this is attributed to the respondent not knowing the answer. Most participants in the survey answered at least 85% of the questions.

The survey was conducted via telephone and allowed THRIVE to ask follow-up questions and gain more insight into industry trends, best practices, challenges and opportunities. Additional and extensive research was done on the trends and best practices including interviews with local and state government offices, nonprofits, national professional organizations, research companies and other organizations that work with non-medical home care organizations. The findings and best practices of THRIVE's greater research is outlined below on page 40.

Please know this information is provided to your organization because you participated in the survey. This Benchmark Report is the property of THRIVE Media and is not to be shared outside your company with other businesses, organizations and/or individuals.

Thank you once again and we encourage your feedback on this report.





How to Read this Benchmark Report

We have segmented the report in four categories:

- Homecare Providers in Lehigh and Northampton County
- Client Pricing and Service Information
- Caregiver Statistics
- Sales, Marketing and Staffing

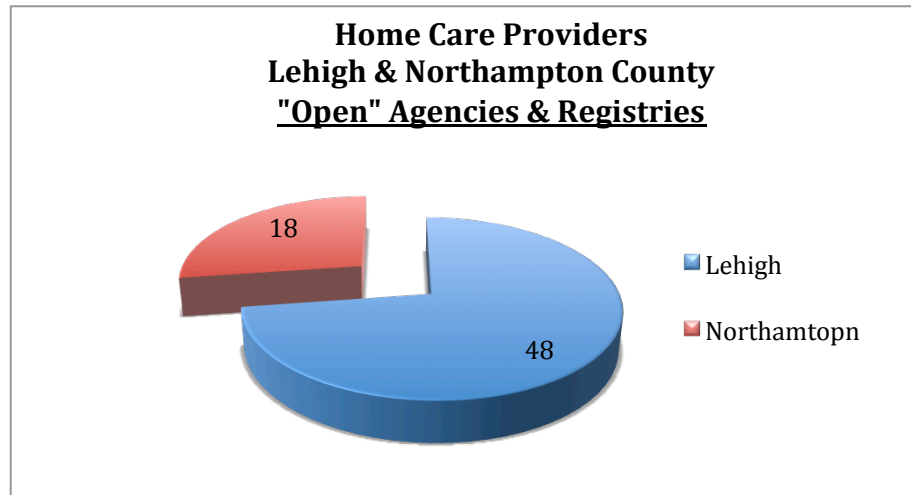
Each section has graphs and/or charts to visually display the information. Some sections have graphs and/or charts representing the same information. This is displayed in this fashion because people understand information in different ways.

Benchmarking and Improving Your Organization

Each section offers narration to the reader to better understand the scope of the questions and responses. It also includes questions, "Questions for You", that we have developed for you to ask yourself about the performance of your organization. Working through this information should help you better understand your organization and your industry to ultimately improve quality of care, operations, and financial performance.

We performed extensive research beyond the scope of this survey and will be presenting it at our Executive Roundtable Meeting and Report. More information about the Executive Roundtable and Report is found on page 40.

Home Care Providers in Lehigh & Northampton County



Source: <http://app2.health.state.pa.us/commonpoc/content/publiccommonpoc/normalSearch.asp>

At the time the survey was conducted in June and July of 2014 there were eighteen (18) "open" Agencies and Registries in Northampton county and forty eight (48) "open" Agencies and Registries in Lehigh County.

The Benchmark Study population was twenty-two (22) organizations. While this is one-third (33.33%) of the total depicted above, it is important to note that numerous organizations were purposely *excluded* from the Study. Several organizations were too small or too new. Others exclusively provide services to their own clients at a personal care home. As such these organizations were not contacted given the nature of their business model. It is important to note that there are additional non-medical homecare providers doing business in the Lehigh Valley. While home care companies need to be licensed by the PA Department of Health they are not required to register in each county where they solicit business. For these reasons it is difficult to exactly identify the number of non-medical home care companies in the Lehigh Valley, but based on estimates the number of non-medical home care providers marketing their services in the Lehigh Valley is roughly 80.

While the number of non-medical home care providers in the Lehigh Valley remains higher than the national average (based on a per capita basis), the number of providers registered in Lehigh or Northampton County has had a nominal increase in recent years as has the ratio of agencies to aging residents. Detailed information on aging population distribution and projections in Lehigh Valley zip codes is available in the Executive Report.

In order to protect the identity of the 22 organizations in the Benchmark Study their names are not being provided in this report.

ROUND TABLE MEETING & EXECUTIVE Report

(White Paper Analysis, Best Practice Approach and In-Depth Study of Non-Medical Home Care Providers in the Lehigh Valley)

In addition to conducting the benchmark survey, THRIVE entered all responses into a database for the ability to run additional reports for trend analysis and correlation studies, i.e. the effect of caregiver wages on caregiver turnover. Additional information was procured from the Pennsylvania Department of Health, local County Offices on Aging, the U.S. Census Bureau, the U.S. Bureau of Labor and Statistics, Risk Management Association, IBIS World, Pennsylvania Homecare Association, various national homecare associations and other resources. All the information pertinent to Lehigh Valley home care organizations have been packaged into this report.

This complete analysis is for homecare organizations that are serious in improving operating efficiencies, financial stability, revenue growth and directly confronting industry challenges. The report includes financial performance benchmarks and ratios for return-on-equity, operating expenses, assets, liabilities, and much more.

Included in this special is:

- A copy of the Comprehensive Report.
- Attendance at the Executive Roundtable: THRIVE will present the findings of the Comprehensive Report as well as host a roundtable discussion of owners and managers about industry trends and best practices.
- A complimentary one-hour meeting with THRIVE to discuss findings one-on-one.
- A 6-month update report on non-medical home care (due out Spring 2015) trends including caregiver wages, price increases and other benchmark data.

Total Investment = \$399

Executive Roundtable to be held Friday, September 26 at 9am.

If interested in participating, call or email Jeff Tintle at 610-762-9011 or jeff@thrivemedia.us.



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