

A Senior Care

# FRANCHISE OPPORTUNITY

Built on Caring



**RIGHT ACCORD™**  
**Private Duty-Home Health Care**  
*"Committed to Caring with Compassion"*





# OUR VISION:

Help senior citizens  
age gracefully,  
socialize frequently,  
and live comfortably.

## RIGHT ACCORD CORE VALUES

- Honor life in all its stages
- Act with dignity and respect for all
- Encourage growth in ourselves and others
- Build value in our service to others

*"We make aging  
at home safe  
and possible."*

- Rosemarie Tamunday-Casanova  
Founder of RIGHT ACCORD  
Private Duty Home Health Care





# MAKE LIVING AT HOME A REALITY FOR CLIENTS, WHILE MAKING BUSINESS OWNERSHIP DREAMS A REALITY.

Today's seniors know there's no place like home. They want to live independent lives surrounded by the comforts of their own homes. Sometimes, all they need is a helping hand with everyday activities.

That's why I started RIGHT ACCORD in Sarasota, Florida, in 2007. Our non-medical, affordable services make a positive difference in how seniors age. The RIGHT ACCORD Way means we treat each client as part of our family and perform every task with honor.

Early in my life, I cared for my father and grandmother as their health failed. Those experiences inspired me to earn a degree in nursing and launch a rewarding career in health care. Eventually, I earned a legal nurse consulting degree as well as a master's degree in health administration. Today, I have cared for hundreds of seniors and provided peace of mind for their families and loved ones. We want to extend our model of care to more communities. As a RIGHT ACCORD franchisee you'll have a chance to help seniors in your local territory age gracefully, with dignity, security and companionship. It also gives you an opportunity to invest in a meaningful way – in your community and your personal future.

Ready to make a difference in your community? As a part of the RIGHT ACCORD team, you can take advantage of an established concept in a growing industry and build a business you will be proud to call your own.

**Rosemarie Tamunday-Casanova**  
**Founder**



# THE RIGHT CARE. THE RIGHT BUSINESS MODEL.

We understand why home health care is so important today. Older adults want to remain independent and continue to lead normal lives at home.

With a RIGHT ACCORD home health care franchise, you can help seniors age gracefully at home. Your well-trained, reliable team of caregivers can provide non-medical services for a few hours a week up to full-time, live-in care.

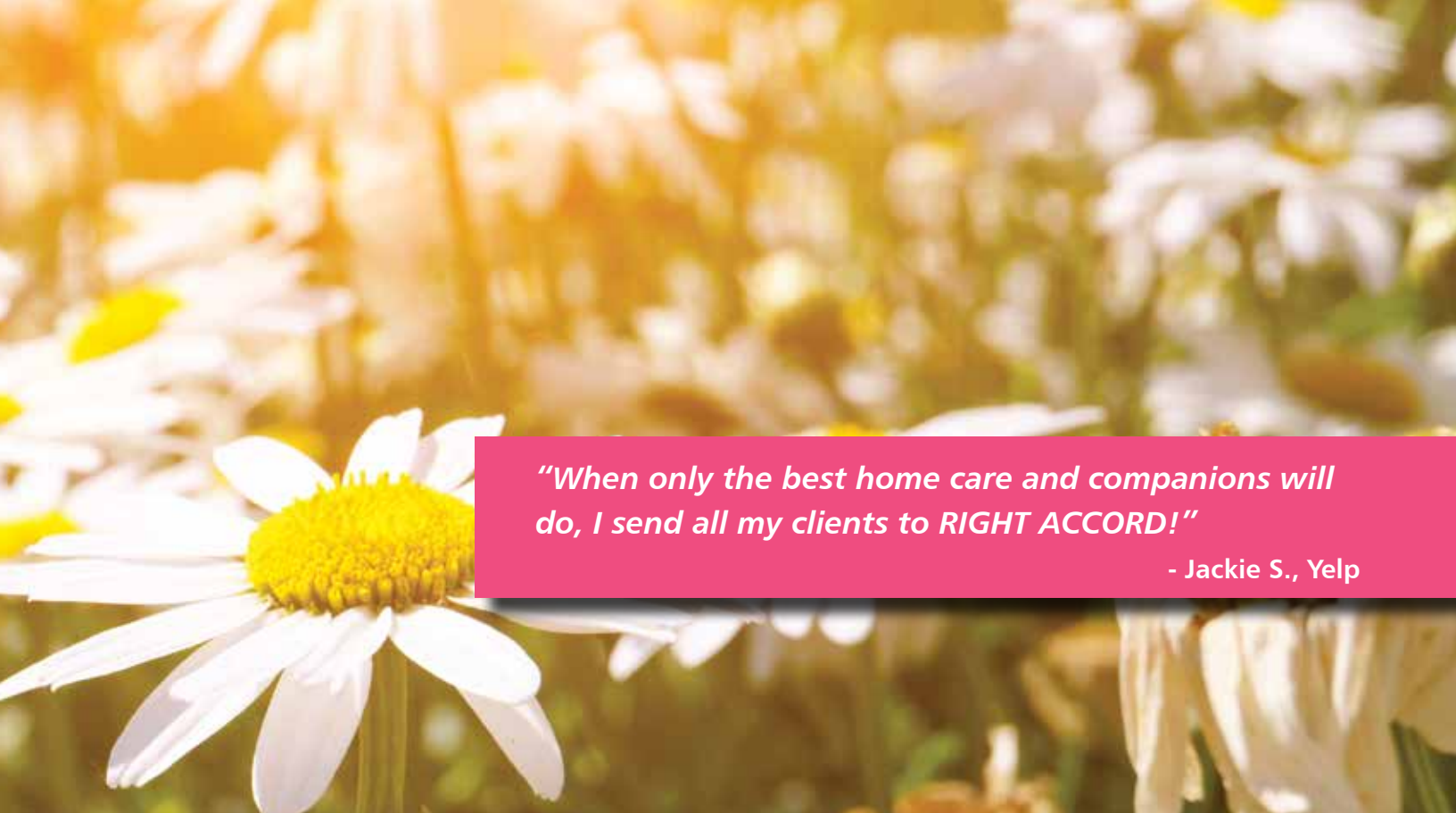
We like to say the RIGHT ACCORD Way is built on five Cs: Confidence, Concern, Commitment, Cheerfulness and Care. Like our caregivers, we look for franchise owners who are passionate about helping seniors and treating each client like family.

**Personalized home care services** define the core of the RIGHT ACCORD concept. As a franchise owner, you can offer a range of service options, including:

- Hourly care or round-the-clock service
- Live-in care in the client's home
- Memory care and other needed personal care services







*"When only the best home care and companions will do, I send all my clients to RIGHT ACCORD!"*

- Jackie S., Yelp

**Home care packages** give families the flexibility to choose services that best fit their loved ones' preferences. Packages range from morning care or help with evening routines to wellness check-in services and short-term care for those transitioning back into the home.

**Experienced, caring healthcare providers** embody our philosophy of care. That's why all providers work for you, not as independent contractors. Your operation also is licensed, insured and bonded.

**Accreditation and service standards** set us apart from other home care offerings. Our clear focus on safe, high-quality care has helped us earn accreditation and the Gold Seal of Approval from The Joint Commission Home Care Accreditation program. It's how we ensure continuous improvement in the level of care we provide our clients.

**Make living at home a reality for seniors in your community with a RIGHT ACCORD franchise. By helping an older population stay in their homes, you can enhance their lives, provide peace of mind for families and create a meaningful future for yourself.**



***The home care providers industry is becoming one of the fastest growing healthcare industries in the United States.<sup>1</sup>***

Aging in place. It's a term we hear more often every day. As life expectancies increase, seniors who need long-term care are choosing to stay in their homes with in-home care that you can provide as a RIGHT ACCORD franchise owner.

Today, home health care is one of the fastest growing industries in the U.S. Market expansion is fueled by the more than 76 million baby boomers, who represent nearly 25% of the U.S. population.<sup>2</sup> By building your RIGHT ACCORD business now, you can lead the way toward meaningful delivery of services as older generations retire.

**Here are more reasons to believe demand for home health care will continue to grow:**

- 12 million people in the U.S. need home health care services today<sup>3</sup>
- Home health care revenue in the U.S. has grown to \$93 billion<sup>4</sup>
- 90 percent of seniors plan to remain in their homes as they age<sup>5</sup>
- More than 10,000 baby boomers turn 65 every day<sup>6</sup>
- "Young old" baby boomers – who will be aged 66 to 84 in 2030 – will number 61 million people<sup>7</sup>

# THE RIGHT OPPORTUNITY AT THE RIGHT TIME.



<sup>1</sup><https://www.amnhealthcare.com/home-health-industry-growth/>

<sup>2</sup><https://www.prb.org/justhowmanybabyboomersarethere/>

<sup>3</sup>[http://www.nahc.org/wp-content/uploads/2017/10/10hc\\_stats.pdf](http://www.nahc.org/wp-content/uploads/2017/10/10hc_stats.pdf)

<sup>4</sup><https://www.ibisworld.com/industry-trends/market-research-reports/healthcare-social-assistance/ambulatory-health-care-services/home-care-providers.html>

<sup>5</sup><https://www.aarp.org/content/dam/aarp/livable-communities/learn/research/the-united-states-of-aging-survey-2012-aarp.pdf>

<sup>6</sup><http://www.pewresearch.org/fact-tank/2010/12/29/baby-boomers-retire/>

<sup>7</sup><https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1464018/>

*"Caregivers are compassionate and well-trained to care for your loved ones with everyday tasks or provide on-going assistance to help elderly family members maintain their quality of life."*

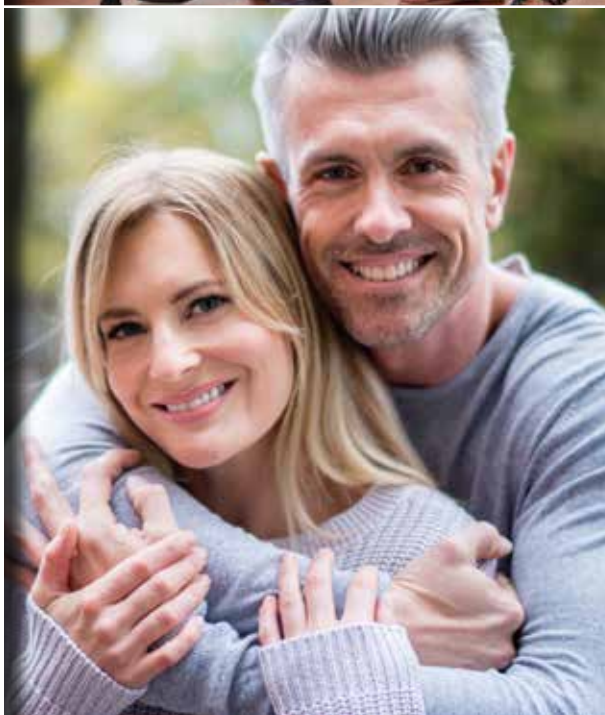
*-Melanie S., Google Reviews*

Leveraging the **RIGHT ACCORD** business concept gives you an opportunity to bring affordable, non-medical care into the home. You also have the flexibility to tailor your franchise for your market. Multiple revenue streams range from housekeeping and companionship services to full-time, live-in home care.

Specialized offerings include:

- Personal Care and Companion Services
- Memory Care
- Transition and Respite Care
- Hospice and End-of-Life Care
- Veteran Aid
- Facility Referral Services
- Healthcare Temporary Staffing
- Elder Care Management
- Home Care Concierge Services
- Emergency Life Alert Systems
- Caregiver Training Programs

As your business grows, you will have options to diversify with staffing services for other healthcare providers and develop senior care advisory services.



Your locally owned and operated **RIGHT ACCORD** franchise will set you apart from other in-home health services. You can invest with purpose as you meet the growing demand of aging baby boomers.

*"As we all deal with aging parents, it is nice to know that there is a caring and compassionate group of people who can help look out for them in their own home. If you're in a situation where you need some extra help for someone, or even yourself, you really should talk to **RIGHT ACCORD**."*

*- Tim H., Yelp*





**THE RIGHT TRAINING  
AND SUPPORT.**





We are passionate about teaching others the mission of caring. Unlike corporate owned and operated home care services, we take a personal interest in you. That means we work side-by-side with you to grow a business filled with personal and professional rewards every day.

Our training and support program gives franchise owners like you the tools you need to make a difference in your community and your life.

- **Start-up guidance** – We will help you select the right office space in your protected area and guide you as you recruit compassionate, quality-minded caregivers and employees.
- **Initial training** – Detailed training at our corporate office and in your territory will introduce you and your team to the tools you need to operate your business and provide high-quality service to your clients.
- **Ongoing support** – Our experienced management team will be available by phone or email to help you with day-to-day operations, and you will have access to approved technology platforms to help you manage your business efficiently.
- **Confidential operations manual** – Your procedures manual will include everything you need to run your business from Day One, including daily operations, reporting, client service, marketing guidelines, and more.
- **Marketing support** – We will help you establish a local online presence and provide access to sample materials to help you promote your business in your local market.

Take advantage of more than 30 years of combined experience in clinical care and healthcare administration. A RIGHT ACCORD franchise is an opportunity for personal fulfillment and professional growth unlike any other.





# A REWARDING CONCEPT THAT SIMPLY WORKS.

Aging baby boomers are placing greater demands on the healthcare market to provide care in the home. You can meet their needs by bringing affordable, personalized, non-medical services to your community with a RIGHT ACCORD franchise. Franchise ownership will give you the flexibility and freedom to build a business you will be proud to call your own.

If you have a heart for caring, now is the time to make a difference in how people live. Invest with purpose in an established business model that your community will welcome.

**This is your chance to learn more about RIGHT ACCORD franchise ownership – and set yourself on the RIGHT path for your future.** To start the conversation, simply complete our confidential information request form. If we feel you have what it takes to join our team, we'll contact you to discuss our franchise program in more detail.

**We appreciate your interest in bringing RIGHT ACCORD to your community.**





***"I have all confidence in Right Accord because of the dedication that Rosemarie shares with her staff in their care for their patients and the support they give to the families of their clients. Be very confident in your decision to engage Right Accord for your families' needs."***

**- Larry J., Yelp**



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*"If you find it in your heart to care for somebody else, you will have succeeded."*  
- Maya Angelou