

## AHI Group Member Stories – The Proof Is In The Pudding.

The below are two articles taken from the largest provider of software in the home care industry. This company has thousands of home care agencies using its home care agency management software daily. The software company has a website which features 4 home care agencies as their “poster child” super successful home care agencies who use their software. Two of the home care agencies are national home care franchises and the other two are members of AHI Group (or where – one of the two started their own franchise recently and we are very happy to see them do that as that is part of the independence & flexibility we hold dear with our AHI Group Model).

We deleted the contact information for these AHI Group members in respect of their time – as we don’t want everyone calling them non-stop with questions that our business development team at AHI Group was created to answer

At the end of the day – a lot of organizations/consultants out there can say a lot of things about what they can teach you – but where is the proof? What is the failure rate of the home care agencies they have attend their seminars with 200+ people sitting in them? What day to day one on one support are these consultants giving their home care agencies?

It is no co-incidence, in our minds, that out of the four poster child home care agencies listed on this software company’s website – that two of them are franchises. Franchises do a good job of supporting their home care agencies as they are invested financially in their future – via the recurring revenue they receive from them as they grow. It is also no co-incidence, in our opinion, that the other two home care agencies are AHI Group members (or used to be in one of the cases) because AHI Group has the same model as a franchise when it comes to supporting its home care agencies.

AHI Group does not invite you to attend a seminar for 3-4 days with another 200+ people and expect you to just “soak it all in” and “get all your questions answered.” We know that is simply not possible and that is why we restrict our Boot Camp training classes to small numbers of around 20 people (10 home care agencies). This way everyone gets the one on one attention they need. After all – this is your livelihood that you are developing – why would you want to dilute your chances of being a success by hopping on a train that offers very little attention to your specific situation/questions?

AHI Group (StartupHomeCare)’s five days of onsite training and 3 days remote is a catalyst to getting our agency owners immersed in the day to day of what it takes to run and grow a successful home care agency. However, that is just the start – the rubber really hits the tarmac in our day to day support which includes group calls with other active AHI Group Home Care Agencies and also Sales Coaches that have owned a successful home care business before. Please see our website “Our Support” page for more detailed information on this very important aspect of being a successful home care agency owner:

<https://www.startuphomecare.com/ongoing-support.html>.

**This first home care agency is the former AHI Group member that was the second home care agency that AHI Group launched in April of 2010.** This agency grew 15x over the following 6 years and has now launched their own franchise. They are no longer a member of AHI Group (as they are a franchise now) but we are still very happy to see the owner and his wife achieving their dreams with their business and wish them all the best!

CAREGIVER SUPPORT

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\*\*\*\*\* In-Home Care grows business  
15X in under 6 years

Sep 6, 2016 9:00 AM

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Six years ago, \*\*\*\*\* and his wife, \*\*\*\*\*, started \*\*\*\*\* **In-Home Care** out of their \*\*\*\*\*home. \*\*\*\*\* revenues have grown 15x since their first year of operation and is now one of the largest home care agencies in the state. To continue sharing what they have learned, not only are they starting to franchise their business model, but

\*\*\*\*\* has shared his top 3 success tips for other home care agency owners.

**Tip #1: “Step outside the box and don’t be afraid to try out new ideas.”**

\*\*\*\*\* describes himself as the type of person that does not always hold to traditional ways of doing things. The home care industry is constantly changing, so \*\*\*\*\* embraces creativity and isn't afraid to try new things when it comes to how he runs his business.

**Take the cases other agencies won't:** "I am not afraid to invest time and money into trying things. They don't always pan out. One thing that I have done that not a lot of agencies do, is take on clients that are difficult or that have short hours of care. We have gained a reputation for doing this, **so many referral sources send us their clients first.**"

**Keep the care personalized:** Additionally, \*\*\*\*\* has implemented a horizontal management style that includes ten field managers who work with clients in geographical territories in order to ensure that any and all issues can be addressed immediately -- including taking over an open shift if necessary. \*\*\*\*\* explains that this model “continues to give our company a small company, personal feeling because the client and employee have someone close by that they can get in contact with. We also get a lot of clients from other home care companies because if there is a call off it is not getting covered. We are not perfect in this but we do it much better than our competitors."

**Be creative with caregiver retention:** When asked about caregiver retention, \*\*\*\*\* says they are able to keep turnover low by prioritizing the caregiver experience. Caregivers are regularly recognized by earning incentives and bonuses based on performance. "We give bonuses for perfect attendance each quarter. We also give a yearly recognition to those caregivers that do not miss work. I think **caregivers and our office staff like working for us because of what we stand for and how we give back to the community** -- for example, we provide 20 meals to clients at Thanksgiving, and give 60 blankets and gifts to our clients at Christmas. We also allow our caregivers to work many hours and try to keep them within a certain area and with certain clients so they are comfortable with their schedules."

**Tip #2. "Find your niche."**

Businesses have limited resources and a focused niche helps to ensure that the resources are allocated efficiently. Home care itself is a niche industry and \*\*\*\*\* has an added specialty of serving Medicaid clients. His team spends **time and effort developing effective methods that provide the best care** for Medicaid clients.

**Tip #3. "Find a mentor."**

\*\*\*\*\* explains that a major benefit of being a franchisee is that you have a constant mentor who is invested in your success. The franchisor has laid a lot of the groundwork so that the franchise can expand. \*\*\*\*\* seeks to act as a mentor to franchisees.

**This home care agency was started by a mother and her two sons.** The mother had worked as an independent caregiver for 19 years and wanted to own her own home care agency. The mother sent her two sons to our Boot Camp Training and that kicked off what has become an almost 6 million dollar in annual revenue business in less than 4 years for this family –with net profits around \$1 Million per year. They are now opening more offices in other parts of their state at no extra cost – as they can - with AHI Group’s flexible model.

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# \*\*\*\*\* Home Care grows agency 102% in just one year!

Oct 7, 2016 9:00:00 AM

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## Impact Series: \*\*\*\*\* In-Home Care



\*\*\*\*\* started \*\*\*\*\* In-Home Care 4 years ago in the \*\*\*\*\* Area, stemming from a personal passion for the industry. She was a CNA for 19 years prior and personally cared for and developed relationships with many of her clients. \*\*\*\*\* son, \*\*\*\*\* , has been involved in healthcare for over ten years through working in hospitals.

Family-centric values and providing high quality care have allowed \*\*\*\*\* to grow and expand. What makes their agency so successful? \*\*\*\*\* shared their story:

### What has helped fuel your rapid growth?

**\*\*\*\*\*: We focused on building relationships and started aggressively marketing.**

To start a home care agency, \*\*\*\*\* says “it’s all about going out, knocking on doors and building relationships with referral sources.”

Understanding the importance of building a strong brand, \*\*\*\*\* allocates 8% of gross revenue to marketing via online advertising, upgrading the website, and maintaining strong referral sources. \*\*\*\*\* Home Care has earned strong reviews on Yelp and Caring.com including an A+ rating from the Better Business Bureau. The website is full of resources such as video testimonials and a free in-home care guide -- a client resource packet with information on aging. \*\*\*\*\* and his family also regularly attend community events such as local senior fairs, chamber events, and even bring the newest members of the family including \*\*\*\*\* young son, Mason. Eventually, your reputation builds itself.

### What sets \*\*\*\*\* apart?

**\*\*\*\*\*: We do everything we can for our clients.**

\*\*\*\*\* is family owned and operated, so they incorporate the value of family in their practices. They treat each client’s family as an extension of their own, regularly going above and beyond. \*\*\*\*\*, has personally gone out and picked up medical supplies for a client who had just returned home from rehab. According to a **Yelp review from \*\*\*\*\***, “We love how flexible the hours are and the attention to detail and what needs we have beyond the average request.” \*\*\*\*\* has positioned themselves as a reliable resource for clients that have needs anywhere from assisted-living placements to meal delivery and transportation.

## How have you set your business up for success?

**\*\*\*\*\*: We don't stop until we find a good match.**

Home care is a very personal business where relationships between the caregiver and client are extremely important and often deep and meaningful.

“It's almost like a dating service...you've got to find that right match.” \*\*\*\*\*

goes on to say, “we don't stop until we find a good match.” \*\*\*\*\* recalls a

client who went through five different caregivers in order to find the right

match. According to another [Yelp review](#) from a client, “\*\*\*\*\* definitely went the

extra mile to find the right [caregiver] for us. He took into consideration, all

aspects of Mom's needs - not just her need for physical help.”

\*\*\*\*\* and his family have worked together on their commitment to

**providing** quality care and beyond for clients and their families. Their hard **work**

**and** passion has allowed them to grow 102% in the past year alone and they look

forward to future expansion.