Competitive Analysis Proposal

Building an advantage with market specific data.

OPS Onsite Performance Solutions

Growing In A Competitive Market

Rapid changes in the home healthcare industry present both challenges and opportunities for your agency's future. Having a better understanding of where your business falls among the competition can maximize your profits and productivity.

The primary factors driving this market include a rise in the geriatric population, a rise in the number patients with chronic diseases, growing demand for affordable healthcare treatments, pressure to reduce the healthcare treatment costs, and government support to promote home healthcare.

A Competitive Analysis report will help small to medium sized home care providers identify comparative advantages and develop stronger business growth strategies based on their goals.

Onsite Performance Solutions offers a convenient approach to conduct high quality market research, saving you valuable time. Thorough reporting allows home care providers to create a competitive advantage and secure profits.

The Benefits

- Develop New Marketing Strategies
- Identify Critical Strengths and Weaknesses
- Create Improved Hiring Benchmarks
- Improve Quality Assurance to better serve your clients
- Prevention of Profit Loss Through Competitive Pricing

Identifying Competitors and conducting detailed research takes time. Onsite Performance Solutions has delivered Competitive Analysis Reports for home care providers across the country. Our expertise within this industry allows us to research and measure your market accurately.

Your investment of $150.00 per competitor guarantees both thorough research and an in-depth analysis. Accurate reporting allows you to implement effective strategies to improve your market position.

Included

- Competitor Service Rates
- Competitor Marketing Information
- Competitor Starting Pay and Benefit Information
- Quality Assurance Measurements
- A 1 Hour Exit Call With An Expert
- Market Exclusivity for 1 year!

Contact Us Today

(904) 274-0513
www.onsiteperformancesolutions.com

"The Competitive Analysis Report I received exceeded my expectations and gave me a true advantage in my market. As a result of these findings I have implemented strategic initiatives that will help to drive our distinction of being a premier home health employer in northeast Florida".

- Kathee Murphy, Comfort Keepers of Jacksonville, FL

"I was beyond satisfied with the Competitive Analysis Report. Having data specific to my market allowed me to adjust service rates with confidence".

- Scott Harrell, Home Instead of Tallahassee, FL

"I repeatedly hire OPS to conduct a Competitive Analysis Report for my home care business. Having consistent access to local data allows me to set my company apart from competitors".

- Kelly Williams, AllCare Living Services of Summerville, SC

"I want franchise owners to have the information needed to serve their communities in the best way possible. I have developed lasting relationships with Comfort Keepers agencies across the country and I look forward to helping many more".

- Joy Fulford, Owner of Onsite Performance Solutions

Sample Report

The following is a sample report, redacted to protect the data paid for by our client. The final Competitive Market Analysis Report contained 41 pages of information encompassing 6 competitors within 1 market location. Detailed analysis, recommendations, methodologies, statistics, and specific identifying information is not included in this sample.

ONSITE PERFORMANCE SOLUTIONS

Working with home health agencies to create competitive hiring benchmarks, develop new market strategies, and pinpoint potential outside hiring opportunities.

Initial Performance Report

Comfort Keepers - [redacted] has no firm system in place to measure its competitors. Research methods are conducted internally, but not consistently. The company desires a detailed, third-party, report to better understand where it falls within the market. The results of the report will allow the company to better serve their clients and caregivers.

Current Pay Rates

HHA and CNA positions receive the same pay rates

$ [redacted]
$
$
$ for hour bath

Current Employee Benefits

- Workman's Compensation
- Mileage reimbursement ($0.45/mile)
- Gift Cards
- Holiday Pay (Time ½)

Comfort Keepers - [redacted], [redacted]

Competitor Profiles

The following information was obtained through contact with each agency. Blank fields indicate that the agency did not provide the requested information and the information requested is not readily available through alternative research measures. Some agencies chose to provide additional materials outside of the information requested. Those materials have been included where applicable.

Contact: [redacted]

[redacted]

Patient Side

Caretakers	Contractors Private Employee
Assessment Fee	$0.00
Deposit	1 week of services

Rates	*4hrs*	*2hrs - 3hrs*	*1hr - 2hrs*	*Holiday*	*Minimum*
Personal	$25.00/hr	$30.00/hr	$45.00/hr	Time ½	4hrs
Companion	$23.00/hr	$28.00/hr	$45.00/hr	Time ½	4hrs

Mileage Rate	Caretaker's Vehicle $0.65/mile
Payment Method	Check, Credit Card, ACH- Invoiced weekly
Cancelation Fee	Scheduled shift without 24 hours notice
Filing LTC	$0.00 to process and submit each week

Right at Home (2/3)

Telephonic Mystery Shop

Service (5 Points)	**Points Earned 5**
Answered Call within 3 rings	1
Less than 3 prompts to speak to receptionist	1
Transferred call correctly	1
Hold time was less than 2 minutes	1
Hold time promoted brand/services	1
Responsiveness (5 Points)	**Points Earned 5**
Friendly greeting	1
Receptionist identified themselves by name	1
Asked/referred to caller by name	1
Exercised active listening	1
Identified the business/location name	1
Occupancy (6 points)	**Points Earned 6**
Coordinator spoke with me directly	1
Answered all of my questions	1
Provided additional information	1
Offered helpful resources	1
Validated the reason for my call	1
Confirmed the company could provide services in my location	1
Professionalism (4 points)	**Points Earned 4**
Requested a call back number/email	1
Followed up after the call	1
Provided additional materials	1
Ended call well	1
Call Quality and Assurance Total	**TOTAL 20/20**

Right at Home (3/3)
Employment Information

Pay Rate $10.00/hr HHA starting
$11.00/hr CNA starting

Pay Period Weekly

Additional Training Provided Yes No

Workman's Comp Provided Yes No

Liability Insurance Provided Yes No

Benefits

- Yearly caregiver award
- Right at Home University (free certifications and training classes)
- Direct Deposit
- Aflac
- Referral Bonuses
- Caregiver of the month $50.00 gift card

Minimum Requirements

- High school graduate or G.E.D certificate preferred.
- Six months experience as a Personal Care Assistant in healthcare (in homes or facilities).
- Successful completion of a state-approved Nurse Aide or Personal Care Assistant course.
- Current CPR certificate is recommended.
- Ability to read, write, speak and understand English as needed for the job.
- Possess a valid driver's license and have use of an insured automobile or access to adequate transportation for the job.

Comments

[redacted] was professional during the service inquiry and answered all questions. He provided additional information about the agency unprompted *"We are the only awarded home care agency in* [redacted] *twice in a row 2018 and 2019".*

Right at Home
In Home Care & Assistance

Agency Profile 2019

24-Hour Phone: [redacted]
Fax:
Web Site:
Email:

[redacted], Owner/Executive Director
[redacted] RN BSN MHA, Director of Nursing
[redacted], Office Manager
[redacted], Business Development Manager

Home Health Agency License: [redacted]

Homemaker/Companion Registration: [redacted]

Service Rates

(Effective October, 2018)

Homemaker / Companion Services:	
Less than 2 hrs	$45.00/ hr.
2 - 3 hrs	$28.00/ hr.
4+ hrs	$23.00/ hr.
Live-in[6]:	$400.00/ day (min 2 days)

HHA / CNA Personal Care Services:	
Less than 2 hrs	$45.00/ hr.
2 - 3 hrs	$30.00/ hr.
4+ hrs	$25.00/ hr.
Live-in[6]:	$400.00/ day (min 2 days)

Care Coordination Services:	
1-Hour Visit	$75.00/visit

Right Transition Services:	
Hospital Discharge	$110.00 total[7]

[1] All rates include a FREE monthly Nurse supervisory visits, access to our Online Family Portal, and our On-Call phone service 24 hours a day.
[2] A refundable security deposit will be required prior to beginning of services. Please contact office for a quote.
[3] A mileage rate of $0.65/mile will be billed to the client when a caregiver uses their own car for clients' errands.
[4] Major Holidays are New Year's Day, Memorial Day, Easter, Independence Day, Labor Day, Thanksgiving and Christmas, and also Christmas Eve and New Year's Eve after 3pm. Rates increase by 50% on these days, and caregivers are paid 1.5x.
[5] Couples Care (or Shared Care): rate increased by 25% per additional person sharing the same caregiver.
[6] Live-in Rates are not applicable to all clients, please contact office for details.
[7] Hospital Discharge Plan: incudes a safe ride home from the hospital or rehab facility (within 10 miles radius), picking up medications and groceries, doing light housekeeping & meal preparation, getting client ready for bed, bathing/dressing assistance (up to 6 hours).

Reimbursement Sources

- Private / Family Pay
- Automobile Insurance
- Health Savings Accounts (HSA) / Flexible Spending Accounts
- Veteran's Affairs (VA) Aid & Attendance Program
- Long-Term Care Insurance
- Worker's Compensation Insurance
- Reverse Mortgage Funds
- CALL OFFICE FOR DETAILS

Right at Home caregivers are employees of the agency.

They are submitted to pre-employment triple background screening, competency testing, drug testing, and constant training.

Serving [redacted]
Zip codes [redacted]

Right at Home
In Home Care & Assistance

Services Provided by Right at Home Caregivers

Socializing & Relationships

- Companionship and friendly conversations; Reminisce about the past
- Answer the door and telephone
- Set up social functions and visits
- Arrange appointments
- Help write letters and read the mail
- Communicate with family members and healthcare staff

Indoor Activities

- Physical/speech/occupational therapy exercise reminders
- Participate with hobbies or crafts
- Read (books, periodicals, newspaper)
- Play games or cards
- Rent and watch movies
- Help reduce risk of slips and falls

Outdoor Activities

- Take walks
- Bring in the mail and newspaper
- Garden care and upkeep
- Take out the garbage

Transportation

- Run errands (grocery shopping, dry cleaners, bank, pharmacy)
- Provide transportation to grocery store, doctor appointments, religious activities, bank or social activities
- Provide transportation to visit friends and neighbors
- Escort to lunch or dinner

Homemaker Services

- Medication reminders
- Monitor diet and nutrition
- Prepare grocery list
- Meal preparation and cleanup
- Mail letters, bills, or packages
- Pet care and pet monitoring
- Supervise home maintenance

Light Housekeeping Services

- Maintain Universal Precautions
- Mop, sweep, and vacuum floors
- Wash and arrange dishes
- Clean kitchen counters and appliances
- Clean bathroom(s)
- Dust, organize, and tidy up rooms
- Make the beds and change the linens
- Wash laundry and put away clothes
- Iron clothes

Hands-on/Personal Care

- Assisting with shower, bathing and dressing
- Assisting with hygiene, grooming and shaving
- Continence Care/Toileting
- Feeding
- Transfers
- Assisting with mobility

...And Many More!

Couples Care

Caregivers are available to provide services to couples at a significantly reduced rate. If a separate care plan is developed, and services are provided to two residents, the fees for the second client are 25% of the cost of services for the first client. If the caregiver provides services and a care plan to only one person, the single person rate applies.

Discharge/Outpatient Services

Caregivers are available to assist clients during the admissions and/or discharge process from a hospital, nursing facility, outpatient clinic or from a surgery center and are available to accompany the client to/from the facility and their primary place of residence.

Sitter Services

Caregivers are available to sit with and monitor a client during the client's stay in a hospital or skilled nursing facility.

Right at Home
In Home Care & Assistance

OUR SERVICES

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CALL NOW FOR A FREE CONSULATION – [redacted]

STATISTICS

State of [redacted]

Occupation		*Median Hourly Wage*
Home Health Aide	31-1011	$11.11
CNA	31-1014	$12.51
		**Bureau of Labor Statistics*
Home Health Aide		$10.90
CNA		$12.55
		**Indeed.com*

Competitors Surveyed

[redacted], [redacted]

Name	*Hourly Wage*	*Median Pay Rate*
Firstlight Home Care	$ ----------	
Hanson Services Inc	$10.00	$10.00
Home Instead	$ 9.50 - $10.50	$10.00
Comfort Keepers - [redacted]	*$10.00 - $10.50*	*$10.25*
Senior Helpers	$10.00 - $11.00	$10.50
Right at Home	$10.00 - $11.00	$10.50
Brightstar Care	$10.50 - $11.00	$10.75

Service Rates of Competitors Surveyed

[redacted], [redacted]

Company	*Service Rate*	*Median Service Rate*
Hanson Services	$20.00 - $21.00	$20.50
Firstlight Home Care	$19.00 - $22.00	$20.50
Home Instead	$20.00 - $22.00	$21.00
Comfort Keepers - [redacted]	*$20.00 - $22.00*	*$21.00*
Senior Helpers	$21.00 - $23.00	$22.00
Brightstar Care	$23.00	$23.00
Right at Home	$23.00 - $25.00	$24.00

ANALYSIS

[redacted] requested a Competitive Analysis for the purposes of identifying market salaries, employee benefit trends, and potential recruiting opportunities. Based on the data collected and the statistics presented by the Bureau of Labor Statistics it may be concluded that [redacted] presents comparable service rates and average employee pay/benefits.

When identifying top competitors, Onsite Performance Solutions measures the rates for services provided, the salaries and benefits awarded to caregivers, as well as the quality assurance of each interaction. Based on the scores of each competitor surveyed, Onsite Performance Solutions has identified [redacted] as a top competitor.

[redacted] presents comparable service rates and excellent employee pay/benefits for the market. The company achieved a high quality assurance score which will impact their ability to secure potential clients.

To be better placed within the market, [redacted] should consider raising its service rates by $[redacted] an hour and raising its pay rates for CNAs by [redacted] an hour. Increasing service rates by [redacted]% will place the business above the average service rate for the market, but will not place it at the top. The business could promote its quality of care as a justification for slightly higher prices. The increase in service rates would generate an additional [redacted] a year in revenue (based on [redacted] service hours per week).

Increasing the hourly wage of CNAs by [redacted]/hr will place [redacted] on even ground with its top competitors and allow the company to compete for quality licensed caregivers within their market. The increase in salary will also make current CNAs feel more valued.

Finally, while [redacted] presents comparable employee benefits for the market the business should develop a structured reward plan for its caregivers to increase retention and create added consistency in care for its clients. Currently the agency spends approximately [redacted] a year in gift cards to compensate caregivers for mileage and gas.

In order to better recruit the top caregivers within the market, the agency should [redacted]