

The First 11 Steps to Starting Your

Home Care Agency



Sponsored by: Bethany's Home Care Agency Start Up Academy

Welcome!

This checklist is a starting point & a terrific guide to help you get organized as you look into starting your home care agency.

The need is great and more quality, caring agencies are needed now more than ever!

Congratulations in taking the first step towards learning more on how to Start your own home care agency!



Yours in Home Care & Caregiving,

Bethany Rackliff

Family Caregiver & Home Care Agency Owner since 2011
Creator @Caregiver Tribe
Instructor at Bethany's Home Care Start up Academy

Quick Stats on the Home Care Agency Field:

- The US home care services industry revenue in 2020 is estimated at \$96.9B
- Currently 15 million patients and more than 600 million patient visits each year.
- There are 35,000+ companies in the US.
- Home Healthcare providers drive more than 5 billion miles per year.
- About 70 % of those using home healthcare services are age 65 and older. In this age group, the most common medical conditions requiring home care are: heart disease, diabetes, and cerebral vascular diseases.
- Over 1/3 of the persons requiring in-home care are under age 60, availing assistance for rehabilitation, are disabled, or have chronic health conditions, often requiring patient aids for assistance.²
- A majority, 80 %, of those over age 60, choose to live independently, in comfort and with an enhanced quality of life.
- By 2010, the growth in the demand for healthcare occupations will be twice that of other non-health occupations.
- A good estimate of the number of home care recipients is the number of Americans over 80, which is currently ~14 million (AARP)



Checklist

1. Research your State's requirements for Home Care Agencies by going to your states website for licensing and certification. The requirements might look overwhelming but I can show you how to do this!
2. Decide if you will be a sole proprietor, C-corp, S-corp or LLC.
3. Choose your business name and Register it as needed.
4. Get your Employer Identification number (EIN) you can do that by going [here](#).
5. Connect with your insurance company for quotes on business liability, professional and if needed workmen's compensation insurance.



Checklist

6. Decide where your main office location will be. Home office or will you lease space?
7. Develop your hiring packet and protocols.
8. Develop your employee orientation packet and protocols.
9. Develop your client intake packet and protocols.
10. Create your logo, business cards and brochures.
11. Develop and implement your home care marketing plan!



Have you been dreaming of starting your Agency?

Not only can you make a HUGE impact for clients and employees but also experience the reward of being your own boss!

Are you ready but feel a little overwhelmed about where/how to begin?

I have it covered for you with my
“*done for you & with you*” method.

Introducing.....



A heart centered approach to starting your successful home care agency with no experience necessary, and on a budget.

Learn more by clicking below!

Home Care Agency Start Up Method