



Success Home Care

# Digital Brochure

## Competitive Analysis Report

*Setting your company apart with market specific data.*



[www.successhomecare.com](http://www.successhomecare.com)

**Success Home Care** offers a convenient approach to conduct high quality research, saving you valuable time. Thorough reporting allows our customers to create a competitive advantage and secure profits.

## The Benefits

- Develop New Market Strategies
- Identify Critical Strengths and Weaknesses
- Create Improved Hiring Benchmarks
- Improve Quality Assurance to better serve your clients
- Ensure Competitive Pricing

**Identifying Competitors** and conducting detailed research takes time. Success Home Care has delivered Competitive Analysis Reports for companies across the country. Our expertise within this industry allows us to research and measure your market accurately.





*"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 care employer in northeast Florida".*

**- Kathee Murphy, Comfort Keepers of Jacksonville, FL**

*"We trust Success Home Care with local data and look to the company to help us stay ahead of the curve. They do a wonderful job and deliver real value".*

**- Ora Lee, Comfort Keepers of Grand Junction, Denver, Delta, CO**

*"The report we received was incredibly thorough. The information has allowed us to better serve both our clients and our caregivers".*

**- Doug Stark, ComforCare of Wichita, KS**

*"I want home care company owners to have the information needed to serve their communities in the best way possible. I have developed lasting relationships with our customers across the country and I look forward to helping many more".*

**- Joy Fulford, Owner of Success Home Care**

# Sample Report

The following sample report is partially redacted to protect the data paid for by our customer. The actual Competitive Analysis Report contained 41 pages of information, encompassing 6 competitors. Detailed analysis, recommendations, methodologies, statistics, and specific identifying information is not included in this sample.



# Competitive Analysis

# 2023





## ONSITE PERFORMANCE SOLUTIONS

Working with home care agencies to create a competitive advantage within their local markets.

### Initial Performance Report

Comfort Keepers [REDACTED] partnered with Success Home Care to measure competitor service rates, engagement levels and employee pay/benefits. The company believes a detailed assessment is needed to establish a competitive advantage, identify clear strategies for recruitment, and to improve client engagement.

### Current Starting Pay Rates

\$ 12.00/hr

### Current Employee Benefits

- Health Insurance
- PTO
- Gift cards
- EXTRA mileage
- IRA
- Double pay for holidays

## Presented Client Scenario

**Alias:** Ellen [REDACTED]

**Address Provided:** Frank Blvd. [REDACTED]

**Scenario:** Ellen lives out of state and is attempting to secure in-home services for her mother (potential client). Potential Client is 86 years old, uses a walker for stability and requires assistance with dressing. The potential client has long term care insurance, but Ellen has not seen the policy. Ellen is unsure what type of services her mother needs and would like to obtain rate information. Ellen believes she will need someone to come to her mother's house Monday - Thursday 8:00am to 1:00pm.

# STATISTICS

## Starting Pay Rates of Competitors Surveyed

<i>Company</i>	<i>2022</i>	<i>2023</i>
Home Instead	\$ 10.50 - \$ 11.50	\$ 12.00 - \$ 12.50
Comfort Keepers	\$ 11.00 - \$ 12.00	\$ 12.00
Visiting Angels	\$ 10.00	\$ 11.00 - \$ 12.00
Senior Helpers	\$ 10.00 - \$ 11.00	\$ 11.00
Right at Home	\$ 10.00	\$ 11.00
Home Watch Caregivers	\$ 10.00	\$ 10.00 - \$ 11.00
First Light Home Care	\$ 10.00	\$ 10.00 - \$ 12.00

## Quoted Service Rates of Competitors Surveyed

<i>Company</i>	<i>2022</i>	<i>2023</i>
Senior Helpers	\$ 23.00 - \$ 25.00	\$ 28.00 - \$ 30.00
Right at Home	\$ 22.00 - \$ 26.00	\$ 27.00
Comfort Keepers	\$ 23.00 - \$ 24.00	\$ 25.00
First Light Home Care	\$ 22.00 - \$ 25.00	\$ 24.00 - \$ 30.00
Home Instead	\$ 23.00 - \$ 24.00	\$ 24.00 - \$ 25.00
Visiting Angels	\$ 21.00 - \$ 24.00	\$ 23.00
Home Watch Caregivers	\$ 22.00	\$ 22.00



# ANALYSIS

Comfort Keepers [REDACTED] requested a Competitive Analysis for the purposes of maintaining a competitive advantage in the [REDACTED] territory. Based on the data collected it may be concluded that Comfort Keepers presents comparable service rates, but above average starting pay rates compared to the competitors surveyed.

When identifying top competitors, Onsite Performance Solutions measures the rates for services provided, the starting 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 Home Instead as a top competitor.

Home Instead presents comparable service rates and a starting pay rate that exceeds the competitors surveyed. The company achieved a high quality assurance score which may impact their ability to secure potential clients. The company also promotes multiple employee benefits and

In order to maintain a competitive advantage within the market, Comfort Keepers [REDACTED] may consider [REDACTED]

[REDACTED]

[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] (receptionist)  
[redacted] (coordinator)

**Home Instead (1/3)**

[redacted]

**Fee Information**

**Admin. Fee** \$0.00

**Deposit** 2 weeks of services (if not paying with ACH)

<i>Companion</i>	<i>Personal</i>	<i>Specialized</i>	<i>Holiday</i>
\$24.00/hr	\$25.00/hr	\$26.00/hr	Time ½
<i>Minimum</i>	<i>Weekend</i>	<i>Couples</i>	
4hr shift/20hrs wk	+ \$2.00/hr	+ \$7.00/hr	

**Mileage Rate** Caretaker's Vehicle \$0.68/mile

**Payment Method** Credit Card (+ 3% fee) or ACH- Invoiced biweekly

**Fee To File LTC** \$ 50.00/month to submit paperwork

## Home Instead (2/3)

### Telephonic Mystery Shop

<b>Service (5 Points)</b>	<b>Points Earned 5</b>
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
Provided a friendly greeting	1
<b>Responsiveness (5 Points)</b>	<b>Points Earned 5</b>
Presented questions regarding the needs of potential client	1
Receptionist identified themselves by name	1
Asked/referred to caller by name	1
Exercised active listening	1
Identified the business/location name	1
<b>Occupancy (6 points)</b>	<b>Points Earned 5</b>
Confirmed the company provides services for the location	1
Participant was capable of answering all questions presented	1
Provided information unsolicited	1
Provided information regarding the services provided	1
Attempted to schedule an in-person meeting	1
Explained what set the company apart from competitors	0
<b>Professionalism (4 points)</b>	<b>Points Earned 4</b>
Requested a call back number/email	1
Followed up after the call	1
Provided additional materials	1
Ended call well	1
<b>Call Quality and Assurance Total</b>	<b>TOTAL 19/20</b>

## Home Instead (3/3) Employment Information

**Starting Pay Rate** \$ 12.00/hr - \$ 12.50/hr additional \$1.00/hr weekends

**Additional Training Provided** Yes No

**Workman's Comp. Provided** Yes No

**Liability Insurance Provided** Yes No

### Promoted Benefits

- Sign on Bonus - \$1,000 [REDACTED] County and \$1,500 [REDACTED] County
- Overtime pay
- Referral Bonuses
- Supplemental Insurance

### Minimum Requirements

- Complete a criminal background check, DMV check and a pre-employment drug screen
- Possess a valid driver's license, a personal vehicle and current auto insurance
- We often communicate via email and text messages. You'll need a smartphone to stay in touch with us.

### Comments

[REDACTED] was informative during the service inquiry. She asked questions regarding the needs of the potential client, explained the process to secure services with the company and volunteered to email additional materials, unprompted. [REDACTED] also stated that there is currently a 2 week waiting period for new clients.

[REDACTED] was polite during the employment inquiry and seemed eager to conduct an in-person interview. She did state, "Our starting pay rates are based on the level of care. We start at \$12.00/hr for companion care and move to \$12.50/hr for personal care. Our more intense clients that are bed bound and such start at \$13.00/hr".

## **READY!CARE**

This service is billed monthly on the 16<sup>th</sup> of the month to have Home Instead Services available on a stand-by basis. Full security deposit is required, and 72-hour notice is required to start services. CAREGiver consistency is not guaranteed for these services. Clients who temporarily halt services without cancelling will be placed onto the READY!Care billing cycle.

## **LEVEL 1 CARE: COMPANION SERVICES**

Requirement of four consecutive hours per shift, a minimum of 20 hours per week. Service covers meal prep, light housekeeping, medication reminders, incidental transportation, outings and activities.

- **HOURLY RATE**
- **COUPLES RATE**

## **LEVEL 2 CARE: PERSONAL CARE SERVICES**

Requirement of four consecutive hours per shift, a minimum of 20 hours per week. Service covers all Level 1 services and basic Alzheimer's and/or dementia care, bathing, dressing, continence care, toileting, transferring, ambulation assistance, and eating/feeding.

- **HOURLY RATE**
- **COUPLES RATE**

## **LEVEL 3 CARE: SPECIALIZED SERVICES**

Requirement of four consecutive hours per shift, a minimum of 20 hours per week. Service covers all Level 1 & Level 2 services, advanced Alzheimer's/dementia care, bed care, hoist lift care, diabetes management, tube feeding, hospice support and other specialized care needs.

- **HOURLY RATE**
- **COUPLES RATE**

## **MEDICATION SET-UP VISIT**

These visits must be scheduled through the office and billable per event. Need current medication list in last thirty days.

## **QUALITY ASSURANCE PROGRAM**

Clients using Home Instead services *for weekly visits or twenty hours or less per week* will be enrolled into our Client Concierge Program. A Concierge will contact all clients at this level via phone on a regular basis to monitor the quality of care being provided and will make periodic visits in the home to collect and review log sheets.

Clients using Home Instead Services *for twenty-one or more hours per week* will be enrolled into our CARE Manager Program. A CARE Manager will make home visits once every eight weeks (and once every two weeks for 24-hour clients) to monitor and ensure the quality of care being provided. Additional CARE Managing and processing paperwork for long term care payments can be done through our office for a nominal fee. The office can process LTC per billing cycle or once per month.

## **INCIDENTAL, PARKING & MILEAGE EXPENSES**

Gloves and wipes are required in the home of all clients to provide universal precaution while providing care to safeguard CAREGivers. Lock boxes can be provided. Clients requiring care where the CAREGiver will incur parking fees (ie: hospital parking) will be billed for parking. Mileage will be charged on the Home Instead client invoice. Clients are billed for mileage at the agency rate whenever a CAREGiver uses their vehicle to drive a client or run errands for a client during their scheduled shift.

**\$40.00 PER MONTH**

**\$24.00 PER HOUR**  
**+\$7.00 PER HOUR**  
**+\$2.00 PER HOUR/WEEKEND**

**\$25.00 PER HOUR**  
**+\$7.00 PER HOUR**  
**+\$2.00 PER HOUR/WEEKEND**

**\$26.00 PER HOUR**  
**+\$7.00 PER HOUR**  
**+\$2.00 PER HOUR/WEEKEND**

**\$50.00 PER VISIT**

**FREE ENROLLMENT**

**Less than 20 hours per week**  
**\$35 per hour**

**LONG TERM CARE**  
**PAPERWORK**  
**PROCESSING FEE:**  
**\$50.00 PER MONTH**  
**Per individual processed**

**24 hour rate is \$1.00 less per hour**

**Contact:**



**FirstLight HomeCare (1/3)**



**Fee Information**

**Admin. Fee** \$0.00

**Deposit** 1 week of services if paying ACH or CC  
2 weeks of services if paying with check

<b>Rates</b>	<i>Companion</i>	<i>Personal</i>	<i>Holiday</i>	<i>Minimum</i>
	\$26.00/hr	\$30.00/hr	Time ½	None

**Mileage Rate** Caretaker's Vehicle \$0.76/mile

**Payment Method** ACH, Credit Card, Check - Invoiced weekly

**Fee To File LTC** \$0.00 to submit paperwork

FirstLight HomeCare (2/3)

Telephonic Mystery Shop

<b>Service (5 Points)</b>	<b>Points Earned 5</b>
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
Provided a friendly greeting	1
<b>Responsiveness (5 Points)</b>	<b>Points Earned 4</b>
Presented questions regarding the needs of potential client	0
Receptionist identified themselves by name	1
Asked/referred to caller by name	1
Exercised active listening	1
Identified the business/location name	1
<b>Occupancy (6 points)</b>	<b>Points Earned 5</b>
Confirmed the company provides services for the location	1
Participant was capable of answering all questions presented	1
Provided information unsolicited	1
Provided information regarding the services provided	1
Attempted to schedule an in-person meeting	0
Explained what set the company apart from competitors	1
<b>Professionalism (4 points)</b>	<b>Points Earned 4</b>
Requested a call back number/email	1
Followed up after the call	1
Provided additional materials	1
Ended call well	1
<b>Call Quality and Assurance Total</b>	<b>TOTAL 18/20</b>



## FirstLight HomeCare (3/3) Employment Information

<b>Starting Pay Rate</b>	\$ 10.00/hr - \$ 12.00/hr
Urgent Shifts (scheduled less than 24hr notice)	\$ 20.00/hr
One Hour Shifts	\$ 25.00/hr

**Additional Training Provided**    Yes            No

**Workman's Comp. Provided**    Yes            No

**Liability Insurance Provided**    Yes            No

### Promoted Benefits

- Paid vacation
- Health/Dental insurance
- Bonus Incentives
- Employee appreciation program
- Direct deposit

### Minimum Requirements

- Ability to pass a criminal background check
- Driver's License and clean driving record
- Reliable vehicle and car insurance

### Comments

During the service inquiry [REDACTED] confirmed that the company could provide services in the requested area and then stated, *"To make things a little easier, I can email you our rate sheet and brochure. Those materials can kinda outline everything for you and that way if you have any questions you can just reply directly to me and I can help you out if you decide to move forward"*.

# PRIVATE-DUTY SERVICE RATES

Effective [REDACTED]

Assessments	FREE	
Companionship Care	\$26.00	3 hours per week to 24/7 care
Personal Care	\$30.00	3 to 24 hours per week
	\$28.00	25 to 74 hours per week
	\$26.00	75 to 124 hours per week
	\$24.00	125 or more hours per week

Urgent/ Short Term Start of Service \$45.00 First 24 hours of service/ Short notice shift

Mileage \$0.76 PER MILE No Charge for Commute

Deposit Pay 1 week of service if using E-check or Credit Card **OR** Pay 2 weeks of service if using Check

Billing Cycle Monday-Sunday Deposit refunded at end of service

Holidays Caregivers are paid a premium for working holidays. Such hours/ days are billed at Premium rates. Holidays are:

- |   |  |
|---|--|
| <p>[REDACTED] New Year's Eve Day<br/>         New Year's Day<br/>         Easter Sunday<br/>         Mother's Day<br/>         Memorial Day</p> | <p>Independence Day<br/>         Labor Day<br/>         Thanksgiving Day<br/>         Christmas Eve Day<br/>         Christmas Day</p> |
|---|--|

\*If services are being provided for two or more clients, **an adjusted rate will apply.**

We are excited to announce we are now offering...

# ONE HOUR \_VISITS

MONDAY THROUGH FRIDAY  
BETWEEN THE HOURS OF 7 AM AND 7 PM

Flexible scheduling, ideal for personal care needs including help with bathing, showering, getting ready for the day or prepped for bed, meal times and wellness checks.

**\$45 per visit | 48 Hours Notice Required**

Call our office at [REDACTED] to schedule your visit or call [REDACTED] at [REDACTED] for more information

*\*Hours and days may be expanded as program grows and caregiver availability increases*

## FIRSTLIGHT OVERVIEW

Providing exceptional non-medical Personal Care and Companion Care to clients in [REDACTED] and other locations as staffing permits.

### WHAT MAKES US DIFFERENT

Dependable and Dedicated, WE HAVE NEVER MISSED A SHIFT. On call staff and the management team cover shifts in times of emergencies and unexpected situations.

Quality follow up visits approximately every two weeks on active clients: the management team visits during a scheduled shift to strengthen rapport with clients and caregivers, ensure the quality of care being provided is meeting client expectations, identify and address additional needs or changes in client's status.

Short Notice/ Emergency Starts of care in as little as 2-3 hours, 7 days a week, subject to premium hourly rate for initial 24 hours of care.

Training Center located in Stow, with a complete patient room set-up, including all adaptive equipment FirstLight Staff may encounter in a client's home.

Caregiver Mentor Program: not all clients and situations are the same. We have experienced mentors providing client specific training in the client's home environment.

Assistance and access to trusted health care providers in medical equipment, Skilled Home Care, Skilled Nursing Rehab, Assisted Living, Hospice, Memory Care, Elder Care Law, and other related health care needs.

### RATES

Personal Care \$24-30/hour based on hours of service per week/level of care

Companion Care \$26/hour

Premium rates for urgent start of care, short term service (less than a week) and multiple clients in a residence starting at \$45/hour

### REFERRING TO FIRSTLIGHT IS EASY

Call FirstLight at [REDACTED], 7 days a week. Free In-home assessments.

### OUR CULTURE OF CARE PROMISE

At FirstLight Home Care, the genuine health and well-being of others is our greatest concern. We vow to provide first-class personal service to our clients so that they may enjoy comfort and independence in their home.