# HomeCare+

**HomeCare+: Personalized Care for Seniors to Promote Longer Lives**

## Executive Summary

Applied Home Health Network, is a privately owned and operated home care company that leaves no stone unturned when it comes to providing exceptional care to our clients in Cook, Will, and Dupage County. We firmly believe that the home care industry was missing something special, and that's where we come in. Our dedicated staff is committed to delivering the highest quality of care by treating you and your family members with the utmost respect and compassion. We don't just offer home care services, we go above and beyond to ensure that our clients receive the best possible care. With Applied Home Health Network, you can rest assured that your loved ones are in good hands. We offer tailored services like respite care and home health aide services, home care,private duty nursing, physical and occupational therapy, Pediatrics and geriatric. At Applied Home Health Network, we know, understand, and care about your loved ones as much as we do our own. Expect exceptional care and respect from our compassionate team.

According to [statista](https://www.statista.com/topics/4049/home-care-in-the-us/#topicOverview), over 95% of seniors in the US aged 65 and above need more personalized homecare services. This translates to about 58 million people according to this [report](https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://www.americashealthrankings.org/explore/measures/pct_65plus%23:~:text%3DThe%2520age%2520distribution%2520in%2520the,projected%2520to%2520grow%2520to%252022%2525.&ved=2ahUKEwiKn7KDlr2EAxVAXUEAHYsGCPMQFnoECA4QBQ&usg=AOvVaw23PTu4dNHFw5l_BxvjRBrO). The homecare industry also witnessed a tremendous [surge](https://www.statista.com/statistics/184783/home-health-expenditures-in-the-us-since-1960/) between 2014 and 2017 growing in expenditure from $83.6 billion to $97 billion. This underscores the need for investment in the geriatric care industry. At Applied Home Health Network, we are working on a solution that will help our seniors to live longer, healthier lives by bringing help and care to the comfort of their homes.

## Project Description

At Applied Home Health Network, we believe that the familiarity and the comfort of the home can help improve the health of the elderly. Homecare+ is an innovative home care system designed to enhance longevity by providing customized, compassionate care right in the comfort of their own homes. Our dedicated team of professionals tailors each care plan to meet the unique needs of every individual. From assistance with daily activities to specialized medical support, we're committed to promoting well-being, independence, and a higher quality of life.

## Objectives

The primary objective of this project is to provide tailor made health care services to our elderly in the comfort of their homes. We cannot overestimate the therapeutic value of receiving treatments at home, especially for the aging population. Other objectives are as follows:

**Enhance Independence:** Empower elderly clients to maintain their independence by providing personalized care within the familiar surroundings of their homes.

**Improve Quality of Life:** Tailor care plans to address physical, emotional, and social needs, promoting overall well-being and happiness.

**Reduce Hospitalization**: Minimize hospital visits by offering proactive care, preventing health complications, and managing chronic conditions effectively.

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**Promote Longevity:** Extend life expectancy by ensuring timely medical attention, medication management, and holistic support.

**Create Meaningful Connections:** Foster strong relationships between clients and caregivers, emphasizing empathy, trust, and companionship.

Customize Care Plans: Develop individualized strategies that consider unique preferences, cultural backgrounds, and specific health requirements.

## Implementation Plan

The success of the HomeCare+ project relies on having a sufficient number of trained hands to effectively handle the workload. We firmly believe in delivering excellent service to our clients, and in order to achieve this, we recognize the need to expand our team. We aim to secure the necessary resources to recruit and train more individuals who can actively contribute to our noble venture. With additional trained staff, we can ensure that our clients receive the quality care and assistance they deserve.

Through the combination of effective recruitment and robust training, we aim to build a skilled and compassionate workforce at Applied Home Health Network. This will enable us to effectively manage the demands of our diverse client base and provide each individual with the specialized care they require. Ultimately, we believe that by expanding our team with capable individuals who have received thorough training, we can enhance our service delivery, maintain our commitment to excellence, and positively impact the lives of those in need of home health services.

**BUDGET**

| **S/N** | **Description of Need** | **Amount** |
| --- | --- | --- |
| 1 | Recruitment of staff | $30,000 |
| 2 | Engagement of expert to train staff | $15,000 |
| 3 | Purchase of training materials | $2,000 |
| 4 | Marketing | $3,000 |
|  | TOTAL | **$50,000** |

**SUSTAINABILITY**

Applied Home Health Network is a profit making organization, therefore our services are well priced to ensure that we are able not just to remunerate our staff well, but we also maintain the quality of service we are known for. We operate in a $97 billion industry, so we are confident that with quality service delivery, commitment workforce and our experience in providing these services over the years, we are well able to sustain the business model for a long time.

At Applied Home Health Network, we believe in providing comprehensive care that goes beyond addressing just our clients' physical health needs. Our caregivers are trained to understand the importance of maintaining a clean and healthy environment, which is crucial for promoting good hygiene and overall well-being.