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The goal of Visiting Angels is to allow seniors to maintain the independence of their daily routines

By AG 25-10-2004



Could you introduce the Visiting Angels company ?

Visiting Angels is the nation's fastest growing franchisor of non-medical senior homecare. With over 230 franchised agencies across the U.S. and Canada, Visiting Angels is one of the nation's largest providers of in-home care for the elderly and the infirmed. The goal of Visiting Angels is to allow seniors to maintain the independence of their daily routines and familiar surroundings by living at home, instead of in a nursing home facility. Services provided by Visiting Angels include: assistance with the activities of daily living, dressing and hygiene assistance, meal preparation, light housekeeping, shopping, companionship and a respite for family caregivers. Franchise owners come from a diverse background, including, healthcare, entrepreneurs, professionals, the ministry and more.

In 1991, Visiting Angels was founded by Jeffrey Johnson, a licensed social worker, who found that there were few alternatives to placing loved ones in a nursing home. To respond to the needs of his family, Johnson opened his own non-medical homecare agency. Because of the need for this type of service, others saw the work that Johnson was doing and wanted to get involved. In 1998, Johnson and three partners joined to establish Visiting Angels as a national network. Today, Visiting Angels is among the most respected non-medical senior homecare providers in the country.

What kind of services do you offer?

Services provided by Visiting Angels include: assistance with the activities of daily living, dressing and hygiene assistance, meal preparation, light housekeeping,

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shopping, companionship and a respite for family caregivers
Who do you target ? What is the profile of your target client ?
 Our target clients are seniors and infirmed adults who wish to remain independent and living in their own homes, but need some form of assistance. Services are flexible and can be provided on an hourly, live-in or multiple shift (24/7) basis including weekends and holidays. Additionally, services are offered for temporary assignments or long term for custodial care.
 The average client is an elderly adult who has raised their children in the family home, and does not wish to leave their familiar surroundings. They typically require assistance with running errands, chores, and have a need for companionship. Visiting Angels offers unique advantages through its "Select Your Caregiver" concept. Clients interview their caregivers before making the decision to bring them into their home. This ensures a good working relationship between the client and caregiver and builds strong companionships.

How do you sell your services on this market ?
 The sandwich generation is running into the problem of caring for their elderly parents, as well as, their young children. We are reaching out to these people because we understand the struggle that they are facing with the ongoing balancing act of providing care. Additionally, corporations recognize the significant cost impact due to employee absenteeism and the Federal Family and Medical Leave Act to care for aging parents. We market and advertise at both the local agency and national level using direct marketing, print advertising and the internet. Our marketing efforts are focused on the adult children of aging parents, elderly clients, referring medical professionals and supporting services for senior citizens. Franchising opportunities are marketed directly to entrepreneurs through the internet.

Does the company plan on an international development ?
 The company has developed internationally, with 230+ franchises in the United States and Canada.

Visiting Angels website : <http://www.visitingangels.com>

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