

# How to **GROW** a **MEDICAL** **FRANCHISE** in *Your Community*

By filling a gap in the private duty nursing industry

A FRANCHISE OPPORTUNITY



**First Day**  
HOMECARE

For some families, their entire world changes in an instant. Caregivers of medically fragile children are forced to recalibrate their entire lives, down to their hourly schedules, when challenged by unforeseen responsibilities brought on by medical trauma.

This isn't a rare occurrence, or something that happens to people we don't know. There are currently [4.5 million Americans](#) in need of private duty nursing services, and those are only the ones we know about that have been recorded in the latest round of statistics.

Sitting bedside in a hospital is scary. Knowing the challenges will continue once the discharge papers are in hand, is quite another feeling. So many families are left asking, "Now what?"

That's where private duty nursing comes in. Opportunities exist for growth in this necessary and extremely gratifying segment of the medical services industry.



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## IN THIS OUTLOOK:



Discover more information about the Private Duty Nursing industry, specifically for pediatrics.



Understand the differences and benefits of investing in a franchise versus independent startup.



Find out how the First Day Homecare franchise opportunity is making a difference for a community's most fragile residents, while giving career opportunities to franchise owners and their staff.



## MEDICAL CARE IN THE PRIVATE SECTOR

Most people think of the medical industry as a regulated, or institutionalized industry for a large conglomerate like a hospital campus. They might think of big pharma. When we think of medicine, we don't typically think of it in terms of small business. Even the privately owned family medical practice on the corner seems to be guided by the enormous insurance industry.

There are, in fact, several opportunities for small business ownership in the medical industry that don't necessarily require medical experience. A business manager with a corporate background can open a business and hire the medical professionals that are needed. A medical transcriptionist can work out of their home office. A physical therapist can open a brick-and-mortar therapy center. Senior care is another prime example, though the market is so flooded it takes a true differentiator to set a brand apart.

The U.S. health care industry is projected to reach [\\$6.2 trillion](#) by the end of the decade. It is the third largest industry nationwide. Health care spending makes up nearly 20% of the U.S economy. It is absolutely massive and includes everything from pharmaceuticals and medical supply distribution to Botox injections, to insurance administrators.

**There are some who would argue, however, that at the heart of the healthcare industry is a demographic so vital that it would collapse without them. These are the nurses.**

Nurses arguably know their patients and their families better than the doctors, which makes sense because there are **four times as many nurses** in the U.S. as there are physicians. Nursing careers make up the largest portion of healthcare professions in the U.S. They are the first to answer a call button. The first point of contact a patient sees in a doctor's office. The last friendly face to discharge you from the hospital. They are the ones who take medical questions on the phone, who calm worried parents and caregivers, and who jump into action to coordinate emergencies.

During the global pandemic of 2020, we saw them recognized publicly for the heroes they are. They work long, hard hours away from their families so that they can take care of our families.





## THE NURSING INDUSTRY

Nurses exist in every aspect of medical services, from surgical nurses to free clinic nurses, traveling nurses as well, and everything in between. Most of us learned during the pandemic that there were such people as visiting nurses, though the profession existed long before the pandemic. These are nurses who come to our homes for brief periods of time, perhaps post-surgery, until we are fully recovered.

There are 4.2 million Registered Nurses in the U.S., as well as 950,000 LPN/LVN's, and 325,000 licensed Nurse Practitioners. Despite the enormity of the healthcare industry, there are still 3 million open nursing jobs in the U.S. and that figure is expected to grow by 7% by 2028.

Why is it that nearly 98% of nurses say they are glad that they became nurses, but there still aren't enough to fill positions across the industry? A survey by the National Library of Medicine, National Center of Biotechnical Information, of nearly 10,000 nurses, cited burnout and lack of benefits and support as reasons for dissatisfaction in their jobs. Issues like these lead to labor disputes and higher turnover, which in turn, do exactly the opposite of what is innately within a nurse to want to serve and care for their patients.

## HOME CARE AND PEDIATRIC CARE INDUSTRY NEEDS

Private duty nursing became popular in the pre-depression era before nursing students began filling hospital wards. At the time, it wasn't uncommon for families to hire private nurses to help care for loved ones in the home. Today, private duty nursing allows nursing professionals to step away from the general woes of the profession and apply their expertise in a way that is more satisfactory. Private duty nursing allows more time with patients, often pays better, and includes a more flexible schedule.

Despite these perks, of the 4.2 million nurses in the U.S., only just over 17,000 are private duty nurses. Families don't hire individual nurses so much as they seek services from an agency who can refer or supply them with a nursing professional.

There may not be a more appreciative family of private duty nurses than those who care for a child at home who is medically fragile, or who suffers from medical complexities. Home Healthcare is a \$136 billion industry that employs more than 2 million people. Of that number, \$37 billion represents pediatric home care, which is growing at nearly 8% annually, and expected to continue to do so.

Parents want care they can rely on for their children, inside and outside of the home. Like all caregivers, they need breaks from caregiving to tend to other aspects of their lives. More than ever, insurance companies are covering home care nursing costs, but many people still don't know what options are available to them once they bring their child or loved one home from the hospital.

**There is a HUGE GAP in private duty nursing when it comes to pediatric care, which opens up a window of excellent timing for those seeking business ownership in the private duty nursing space.**

## YOU WANT TO OWN A HOMECARE BUSINESS

There are a couple of ways to approach business ownership in any field. One of them is as a start-up, the other is as a franchise owner, or franchisee.

Opening a business from scratch has its privileges. You get to be your own boss, make all the decisions, create your own menu of services, set your own hours. To anyone in the healthcare industry, it already sounds too good to be true. As a solo entrepreneur, you are responsible for every aspect of the business. This includes services provided, inventory, staff, technology, licensing, legal entity, payroll, marketing, regulatory compliance and more. It's a lot of work, and trial and error, but for some, this is the path they prefer.

As a franchise owner, all of the early research, homework, and implementation of creating a business is done for you. You still become a business owner, but you do it with a system in place, transparent disclosure, legal protection, and a supportive community.



## Franchise Ownership May Be Worth Exploring

A franchise is a business system where potential franchise owners pay a fee to utilize and grow an existing brand. The transaction is regulated by the Federal Trade Commission for the protection of both parties, and a Franchise Agreement spells out the intricacies of the transaction.

To clarify, a franchisor (the brand you are exploring) has created a system of operations for you. Typical franchisors provide awarded franchisees the business blueprint for operations and training, along with a wealth of support that includes everything from daily operations, technology help, marketing, staffing, training, and support – and more.

Most importantly, a franchisor is obligated to disclose initial costs and ongoing fees so you'll have a very good idea of what the business will cost before you agree to become part of its network. A good franchise already has the service menu, the system, and a recognized brand. They already have incredible word of mouth marketing and often a social media presence. Mostly, they are excited to share it with you.

Taking the **steps toward owning a franchise** is called “doing your due diligence,” and may include:

- 1 Completing an Inquiry Form
- 2 Connecting with our Franchise Sales Director
- 3 Reviewing Disclosure Document
- 4 Meeting the Team for Discovery Day
- 5 Signing the Franchise Agreement
- 6 Finalizing Your Location and Set-Up
- 7 Hiring Your Staff and Conducting Training
- 8 Opening Your Business for Families in Need
- 9 Regulatory Compliance

Franchise ownership means going into business *for yourself*, but never *by yourself*. It's a network of support so you never feel alone, and you always feel encouraged.

## THE FIRST DAY HOMECARE FRANCHISE OPPORTUNITY

First Day Homecare provides a vehicle for pediatric nurses to do what they do best, in an environment that suits everyone. It is a concept driven by purpose, and grounded in the philosophy that providing community-based home care services is one of the best ways to make a positive community impact for everyone involved. Nursing staff get the time they desire to deliver focused, compassionate nursing services, families breathe a little easier, and franchisees build a business they are proud to own.

First Day Homecare is a people-first business. That goes for the patients, the families, the staff, and the franchise network.



### The strengths of the business are showcased in the commitment to quality, vision, and core values.

- Proud to be accredited by the Accreditation Commission for Health Care (ACHC) in Private Duty Nursing Services
- Lead by a vision to remain a premier provider of skilled Private Duty Nursing services, supporting the most vulnerable of patients in the communities we are serving.
- Driven by core values that include Standards of Care, Collaboration, Over-Communication, People First, and Transparency.

Why First Day Homecare? We truly believe we can tell our families that the day they enter into an agreement with our team is **the First Day of better days™**. We'll be there when they need us, both in the home, and at school if needed. And we can teach them caregiving services they want to learn.

### The Menu of Services You and Your Staff Can Provide:

**Personal Care Services:** Assistance with Activities of Daily Living (ADLs), Medication Assistance, Errands, Light Housekeeping, Safety Supervision, Etc. **Private Duty Nursing:** Medication Administration, Vital Sign Monitoring, Intravenous (IV) Infusions, Tracheostomy Care, Feeding Tube Management, Home Ventilator Management, etc. **Medicare Certified Home Health:** In-home visits performed by skilled nurses, therapists, social workers, and home health aides on a short-term, temporary basis. **Pediatric Behavioral Analysis (ABA) Therapy:** One-on-one or group therapy services provided to children diagnosed with Autism Spectrum Disorder.

While you and your staff take care of your patients, our franchise leadership team will take care of you as you launch and maintain your First Day Homecare business. Here are a few of the ways in which we support you:

### SUPPORT IS IN OUR NATURE

- Guidance and steps to set up your business.
- Thorough training on day-to-day **operations**, including use of our **technology, hiring and training systems, and so much more.**
- **Comprehensive Confidential Operation Manual** for a daily resource.
- On-site assistance to **help you launch** your important private duty nursing business.
- **Ongoing training** to cover marketing, operations, finances, patient care, and more. We are here when you need us.
- **List of supplies and equipment** from approved vendors.
- **Modern technology tools** that have been vetted and approved by our team (for inventory, HR/scheduling & payroll, POS, accounting, etc.).
- **Extensive marketing support** that includes guidance on local marketing campaigns, website presence, etc. You're going to make sure those



## CHOOSING A CAREER IN THE MEDICAL PROFESSION

Choosing to own a private duty nursing business can be intimidating and overwhelming, but extremely fulfilling and rewarding. With the help of First Day Homecare, the potential is great to not only create a future for yourself, but to provide worthwhile employment, and services to our most medically fragile citizens.

We are ready to help you become a First Day Homecare owner. For more information on how you can join the First Day Homecare network of franchise owners, contact us today!

This advertisement is not an offer to sell a franchise. An offer can only be made by a disclosure document filed first with the appropriate agencies of the respective filing states. Such filing does not constitute approval by any such agencies.



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