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Always Best Care Focuses on Profit Building at 4th International Conference

Roseville, CA (July 20, 2015) – Always Best Care[®] Senior Services offered several profit-building programs and best practices at its 4th International Conference held May 17-19 in San Antonio, Texas. With nearly 200 franchisees, area representatives, vendors and employees gathered at this year’s Conference, the senior care company provided several expert speakers and special panels designed to strengthen franchisees’ overall financial management skills and help its franchise owners become more profitable and successful.

Always Best Care is one of the nation’s leading providers of non-medical in-home care, assisted living placement services and skilled home health care. The company delivers its services through an international network of more than 200 independently owned and operated franchise territories throughout the United States and Canada.

“Having a passion for senior care is not enough to ensure success in our industry,” said Michael Newman, Founder and CEO of Always Best Care. “We cannot serve seniors and their families well without running a smart and profitable business. With this in mind, Always Best Care continues to focus keenly on profit building throughout our entire company and we are very pleased to continually provide our owners with several tools and best practices to help them grow and thrive.”

Several key profit building programs were offered by Always Best Care at the Conference, including:

Financials in Action – Always Best Care’s Vice President of Area Operations Elizabeth Brennan hosted a pair of interactive panel workshops which focused on best practices and a comprehensive review of P&L financial statements, including the introduction of Always Best

Care's new QuickBooks P&L format. Among the key topics covered were: gross margins, office and indirect expenses relative to size of business, value of the business, pricing relative to labor costs, utilizing financial data for business planning, and diversifying service lines into home health care and assisted living placement for financial gain.

Building Placement Revenue – Michele Manzo-Lembo, Always Best Care's Area

Representative for West Central Florida, demonstrated how franchise owners can grow their business through assisted living placement (ALP). Key topics covered included: ALP's high profit margins and ability to increase the bottom line 25-100%, how ALP helps establish market differentiation and increase referrals, and how owners can establish best practices to build their ALP revenue.

Growing Your Medicaid Business – Karen Barreto, Area Representative for Charlotte and South Carolina, led a panel on how owners can obtain more clients and increase their revenues by becoming a Medicaid provider. The panel addressed the process to become a Medicaid program provider, the difference between the Medicaid waiver program and a traditional Medicaid program, alternate ways to get into a Medicaid program, provider qualifications, reimbursement rates, staffing implications, challenges and more.

Risk Management & Impact on Workers Comp – Guest speaker Joe Schaffner, Director of National In-Home Care Division for the SilverStone Group, addressed several steps owners can take to strengthen their workers comp program and as a result contain costs. Specifically, Schaffner addressed the origins of losses to control costs and best strategies pre and post claim, including: hiring the right employees, safety programs and employee training, household safety checklist, nurse triage, accident investigation, lag time, return to work, injury prevention, defining a safe work environment, and caregiver aptitude and readiness evaluation.

For more information on Always Best Care, visit www.AlwaysBestCare.com.

For information on Always Best Care franchise opportunities, call toll-free 1-855-430-CARE (2273), send an email to franchisesales@abc-seniors.com, or visit www.franchisewithalwaysbestcare.com.

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About Always Best Care

Founded in 1996, Always Best Care Senior Services is based on the belief that having the right people for the right level of care means peace of mind for the client and family. Always Best Care assists seniors with a wide range of illnesses and personal needs, and currently provides more than 4 million hours of care every year. Franchise opportunities are available to individuals interested in leveraging the company's clear strategy and proven track record for delivering affordable, dependable service to seniors in their local areas.

By working with case managers, social workers, discharge planners, doctors, and families, Always Best Care franchise owners provide affordable, comprehensive solutions that can be specifically matched to meet a client's particular physical or social needs. The hallmark services of the Always Best Care business portfolio include non-medical in-home care and assisted living finder and referral services, with skilled home health care now being phased in throughout the country. For more information, visit www.AlwaysBestCare.com. For franchise opportunities, visit www.FranchiseWithAlwaysBestCare.com.

Always Best Care also offers *Free ABC Rx* cards, which provide discounts of up to 65 percent off the cost of prescription drugs at more than 59,000 pharmacies across the USA, and have saved consumers more than \$500,000 since its inception. This service is offered at no cost to the users, there are no deductibles, no waiting periods, no pre-existing exclusions, and no eligibility requirements -- *everyone* can use the card (even family members and pets!). The *Free ABC Rx* card covers many medications that Medicare Part D and regular insurance often do not. To download a free card, visit www.FreeABCRx.com.

Another exclusive program offered by Always Best Care is *Always in Touch*, a telephone reassurance program that provides a daily phone call to seniors and disabled adults who are living alone and have limited contact with the outside world. Always in Touch is the *only* absolutely free national telephone reassurance program of its kind anywhere in the USA and Canada. For more information on Always in Touch, or to request an application, visit www.Always-in-Touch.com.