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The Always Best Care® Business Model Provides Franchisees with Multiple Revenue Streams

Roseville, CA (July 2, 2014) – With Always Best Care® Senior Services, one of the nation’s fastest growing senior care systems, franchisees can drive revenue while building local credibility and visibility with their referral sources, thanks to an additional revenue stream from assisted living finder and referral services, according to founder and Chief Executive Officer Mike Newman.

Always Best Care is one of the nation’s leading providers of non-medical in-home care, assisted living finder/referral 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 and area representatives throughout the United States.

“The beauty of our three revenue streams,” added Mr. Newman, “is that they all flow from the same referral sources. Once an Always Best Care franchisee has established his/her professionalism and business acumen with those referral sources, they have three distinct opportunities to generate revenue. This is exceptionally rare in the senior care business, where most providers generally only offer one of the three services.”

The assisted living finder and referral services is a true bonus for many new franchisees, especially in states that require home care licensing. While obtaining a home care license may be a relatively quick endeavor in most cases, it also has the potential of delaying a new franchisee’s ability to derive income from the provision of in-home care. Assisted living finder and referral services does not require any licensing, and since business emanates from the same referral

sources as other services, it allows Always Best Care business owners to begin establishing their local credentials and positioning with those referral services while they are awaiting their home care license.

Plus – assisted living finder and referral services are free to clients – all fees are paid by assisted living communities. Importantly, many families who begin as home care referrals later decide to move into an assisted living community. A business built around only one or the other service can only capture a limited share of market.

These are some of the specific services offered in each of Always Best Care's three service areas:

- **Non-medical in-home care** – Always Best Care's in-home care services include: Personal care, companionship, transportation; assistance with the activities of daily living, such as dressing, meal preparation, bathing, grooming, transportation, light housekeeping, assistance with walking, attending local events, visiting friends and neighbors, and others.
- **Assisted living finder and referral services** – Always Best Care franchisees match clients with three or four assisted living partners that offer the most appropriate living options based upon the client's needs, custom screening and available budgets. This service includes escorting clients and their families on personal tours of the matched communities, introducing them to residents and team members, often sharing a meal – all to help the family make an informed decision on which senior housing option is best for them.
- **Skilled home health care** – Where available, Always Best Care's home health team of professional skilled nurses and licensed therapists provide clients with an organized, thorough and completely individualized plan created with their specific needs in mind and often in conjunction with the primary care plan developed by the client's physician. Skilled care services may include: Medication management, wound care, diabetic care, pain management, disease management and therapy, injections and IV therapy, post surgery care, speech therapy, occupational and physical therapy, blood draws and others.

Do you have what it takes to be an always Best Care business owner? Always Best Care wants to know!

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 3 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 56,000 pharmacies across the USA, and have saved consumers more than \$400,000 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.