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Comprehensive Franchisee Training Helps Franchisees Launch Senior Care Businesses

Roseville, CA (July 28, 2014) – Always Best Care®, one of the nation's fastest growing senior care systems, offers franchisees a six-week multi-tiered standard of training and support through its ABC University®, one of the most comprehensive and extensive programs in the senior care industry.

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 Always Best Care training program focuses on the operational activities of setting up, managing, and marketing a business that provides warm, compassionate and professional care for seniors and others. The Always Best Care training system combines both corporate and local support for franchisees – a distinct benefit that provides a local coach, mentor and business advisor in close proximity to the franchisees' territories. Training is divided into modules that combine field and classroom settings. One-on-one coaching and web-based seminars are provided.

Always Best Care corporate team members and Area Representatives work with new franchisees during an extensive training program that can be completed in as little as six weeks. This includes both initial and ongoing training and support as well as classroom training at Always Best Care's international headquarters in Roseville, CA (just outside Sacramento) and field training in a franchisee's local

marketing area.

“I am exceptionally proud of the Always Best Care training and support system,” said Michael Newman, founder and Chief Executive Officer of Always Best Care. “Without question, we strive to create a gold standard that provides a distinct advantage to our franchisees.”

The Always Best Care training focuses on three distinct phases: Pre-training; classroom training and field training – all designed to ensure the most efficient startup process for new franchisees ...

- **Pre-Training:** New owners focus on a series of operations-based training modules. This phase of the program includes a kick-off webinar, office set up, introduction to the Learning Management System (virtual learning tool), and senior community and account management preparation. New owners will also complete all critical administration tasks, including insurance requirements, non-medical licensing applications, ordering print and marketing material, and conducting a competitive analysis of their market.
- **Classroom Training:** During the second phase, owners participate in seven days of intensive classroom training at Always Best Care’s headquarters. This includes a review and discussion of key topics including operations, marketing, caregiver on-boarding and staffing, client management, and instruction on how to develop key strategic alliances in the marketplace.

Classroom training also encompasses guest speakers on a wide range of topics such as insurance, payroll, and veteran’s affairs, as well as tours of Sacramento area skilled nursing facilities and senior communities. Additionally, trainees network with fellow franchisees during class and have an opportunity to spend time with founder and Chief Executive Newman, Chief Operating Officer Jake Brown, Vice President of Franchise Operations David Caesar and Vice President of Marketing Barry Parrish.

- **Field Training:** After completing classroom training, franchisees participate in nine days of in-the-field training, three of which are spent with their local coach at their location. This part of the training program concentrates on developing relations with assisted living communities, interviewing and hiring caregivers, referral marketing, networking in the marketplace, public relations, and staffing.

Field training also provides new owners with an opportunity to work with their Area Representative in the market during a three-day session. The training session includes referral marketing and client visits, a review of community tours, the status of the new owner's caregiver team, a discussion about the franchisee's strengths and challenges, a detailed plan that incorporates the ten areas of focus, and a written field training summary, with emphasis placed on skill sets, roles, expectations, and goals.

"The goal of our training program is to prepare franchisees for the launch of their new businesses," explained Mr. Newman, "and to provide them with the tools they need to build those businesses while making true differences in people's lives."

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.