Live comfortably in your own home.

- Registered Nurse On Call
- Companionship
- Personal Care
- Housekeeping & Meals
- Alzheimer & Dementia Care
- Veterans Affairs & Insurance Provider
- Assistance with Outings & Errands
- Facility and Hospital Visits
- Respite Care and Palliative Care

careforce
PERSONALIZED HOME HEALTH CARE

For a FREE in-home consultation call 365-3155 or visit www.careforce.ca

A Home Care Worker Cooperative

November 23, 2012
Our vision for the business: our worker’s co-op shall stand out in the community as a centre of excellence in both home health care and a place to work. We will work together to build a growing, thriving, business in which we can be proud by consistently delivering quality care to our clients.

Our vision for the community: we envision a community where all health care practitioners and citizens-at-large work together to provide first class care for the people who need it. If we are successful, these people will experience a higher quality of life, secure in the knowledge that the community will be there to keep them safe, comfortable, and dignified.
Opportunity Knocks

• Seller looking for an exit strategy

• Seller had a co-op history

• Co-op Developer nearby
Getting Started

• Business and Strategic Planning

• Financing
  – Members’ Investment
  – External Financing
Challenges

• Making Decisions
• Technical & Accounting knowledge
• No guarantee of hours employees
• Training, keeping and attracting staff
• Engaging members
• Scheduling - manual or electronic
• Advertising
• Competition
• Focus on priorities and strengths
Accomplishments

• Growth Feasibility Study
• Branding
• Development & Distribution of marketing materials
• Data Capture
  – Mailing lists
  – Contact lists
  – Evaluate advertising
• Presence in all pertinent websites and publications
• Alzheimer Café’s
• Public/group presentations
• Articles in local publications
• Radio ads
• Social Media Presence
  – Website Facebook Google
  – You tube Pay-per-click
Awards & Grants

• Winner 2010 Outstanding New Business

• Nominee 2012 Outstanding Large Business

• $25,000 – CDI Grant – (re-branding)
• $10,000 - The Co-operators (website design)
• $10,000 – NS Co-op Council – Alzheimer Café
• $10,250 – NS Economic Dev. – Human Resources
• $1,500 - NS Co-op Council – Caregiver Education
Success

• Reputation
• Finding our way
• 2008 - best year in Careforce history
• 2010 - paid out CAIC loan
• 2011 - paid out CWCF loan
• 2011 –LP Dividends $18,000
• 2012 - LP Dividends $15,000
Continued Success

• 276% revenue growth since 2008

• 2012 – Budgeted for 1.3 million

• 2012 – Lead for IYC project

• 2012 – Giving back
Current Focus

• Policies and Procedures
  – Review Old/Design New Processes
  – Continuous Process Improvement
  – Document processes

• Training and Orientation
  – CARE
    • Caregiver Achievement and Recognition of Education Program
    • On-line orientation and training
    • Employee skills assessments and evaluations

• Community and Business Partnerships