

Industry Overview

Home Care is one of the fastest growing industries in the US. Market forecasts show Home Care growing from \$171B in 2021 to \$286B by 2026. Home Care offers professional support services to elderly persons to live safer and better lives in the comfort of their own home. The main types of assistance required by the elderly are support to daily household chores, support for special needs or disabilities, and general companionship. Unlike Home Health, Home Care is primary non-medical.

Core Problem

Home Care is significantly impacted by labor turnover and shortage. The average Home Care company experiences 125% turnover of its PTE/Contract Home Care Givers. 70% of job seekers list benefits as their #1 desire in a new job, yet Home Care companies don't qualify for most benefit programs. Traditional healthcare programs are too expensive for caregivers earning just over minimum wage. A Home Care company's revenues are directly tied to their total Care Givers billable hours, making recruiting and retention paramount.

Total US Businesses

31,000

Avg Fulltime Employees

5-20

Avg Part-time/Contractors

50-200

Client Testimonials

"LifeExec provides health assistance to people who typically can't afford them. It's a no brainer."

Joel H. Right at Home Oklahoma

"The overwhelming positive impact on our employee's happiness was unexpected."

Courtney H. Right at Home West Houston

"Everything has been easy with LifeExec. I tell every vendor they need to be like LifeExec."

Whitney C. Right at Home Rhome

Top 3 Reasons Home Care Owners Choose LifeExec

Affordable Benefits

Most home caregivers have no benefits. LifeExec offers +26 benefits programs starting at just \$24.95/month

Budget Friendly

LifeExec fits any business' budget. Voluntary programs cost \$0 to the employer, and still offer an employee discount.

Proven Retention Tool

Sponsoring Advantage Wellness is proven to boost retention at the equivalent cost of only \$.14 per hour.

Case Study of Right at Home

Right at Home Morgantown discovered LifeExec through a simple LinkedIn post. The company had experienced a massive reduction of staff in 2021. The result was loss of revenues and considerable operational downsizing. Owners were constantly being questioned about benefits from their caregivers and administrative staff. They prioritized benefits as the #1 factor to revitalizing their business in 2022.

RAH Morgantown signed up with LifeExec in August 2022. They chose to sponsor Advantage Wellness Plus for all FTE and Advantage Wellness for its contract caregivers. In September, the company launched its first enrollment campaign that included email and text communications, live support, and a benefits portal. The enrollment campaign ran for 2.5 weeks. Nearly 50% of the company's employees registered for at least one benefits program.

RAH Morgantown considered the LifeExec rollout a major success. The owners biggest surprise was the excitement amongst her employees and the improvement to the company's moral and culture. They are estimating LifeExec will reduce turnover by 40-50%.

Right at Home has made LifeExec their preferred partner of benefit services after multiple franchisees had reported significant improvements to their recruiting and retention. Today, LifeExec onboards new RAH businesses through word-of-mouth referrals almost daily