

SIGNAL HEALTH GROUP OVERVIEW

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THE SENIOR CARE MARKET

ITS GROWING...QUICKLY

Existing Market is Huge!

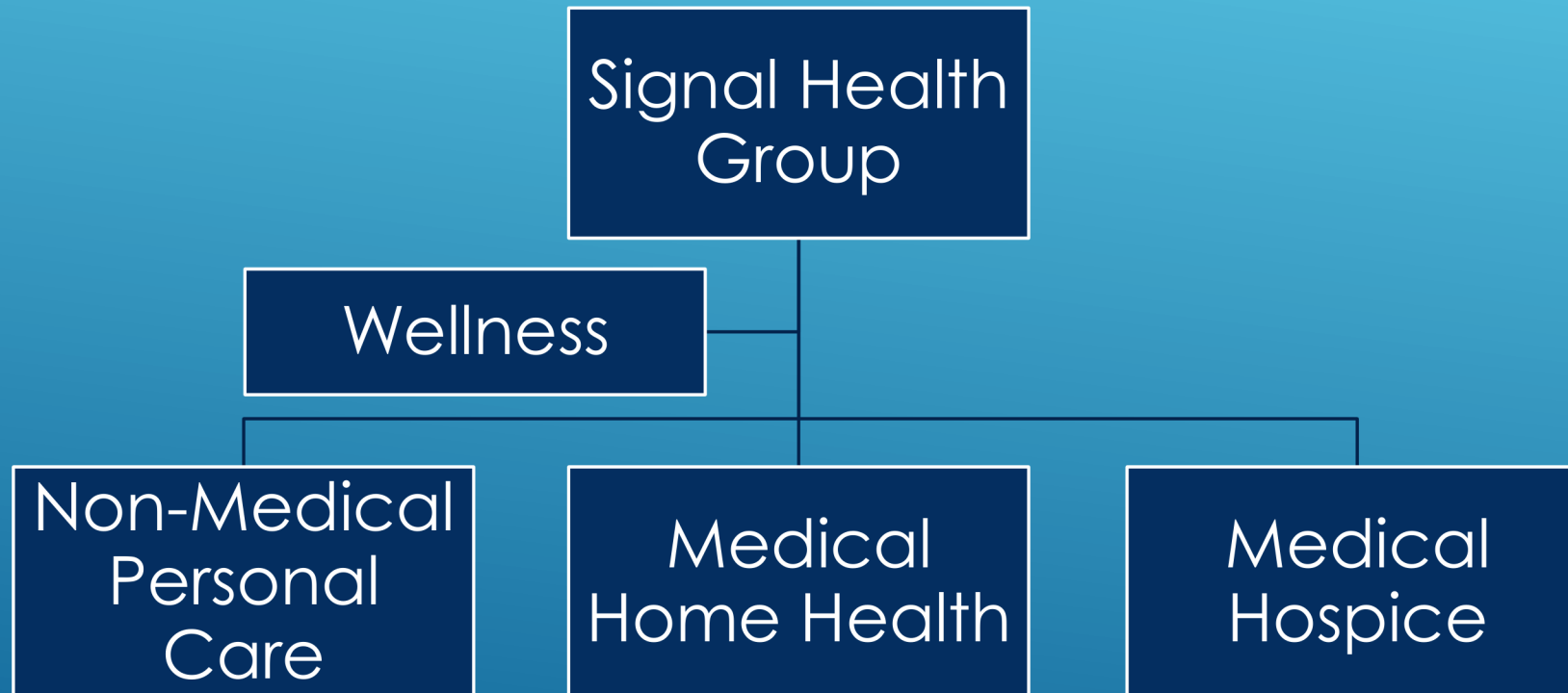
- According to the Department of Health and Human Services, more than half of Americans over the age of 65 will require long-term care
- Currently 54M Seniors
- Currently \$94B industry

Boomers are getting older

- 10,000 retire every day
- 73 Million Boomers
- Many not needing care yet, but in 5-10 years the numbers will start climbing rapidly

WHAT IS SIGNAL HEALTH GROUP?

SHG CONSISTS OF FOUR INTERCONNECTED BUSINESS MODELS



NON-MEDICAL PERSONAL CARE SERVICES

PERSONAL CARE SERVICES ARE GENERALLY PROVIDED TO PERSONS WITH SPECIAL NEEDS AS A RESULT OF A PHYSICAL OR MENTAL HANDICAP, SICKNESS, AND/OR OLD AGE.

Homemaking

- Light Housekeeping
- Meal Preparation
- Changing Bed Linen
- Pet Care
- Laundry and Ironing
- Vacuuming & Mopping
- Dishwashing
- Plant Care

General Health

- Walking
- Transfers to and from furniture
- Feeding
- Incontinence care
- Bathing
- Grooming
- Dressing
- Medication Management

MEDICAL HOME HEALTH SERVICES

HOME HEALTH SERVICES PROVIDE MANY CORE SERVICES
COMMONLY FOUND IN HOSPITALS AND HEALTH CARE FACILITIES

Team Includes

- Skilled Nurses
- Home Health Aides
- Physical Therapists
- Speech Therapists
- Occupational Therapists
- Medical Social Workers

Home Health Needs

- Wound Care
- Post-Surgical Care
- IV Therapy
- Skilled Observation & Assessment
- Chronic Disease Management
- Pain Management
- Telehealth Monitoring
- Ostomy and Tracheostomy Care
- Medication Teaching and Management
- Caregiver and Patient Management
- Orthopedic Rehabilitation
- Post-Stroke Rehabilitation
- Cardiac Rehabilitation
- Fall Injury Prevention
- Assistance with Activities of Daily Living

MEDICAL HOSPICE

HOSPICE IS SPECIALIZED CARE THAT FOCUSES ON PROVIDING SUPPORT IN THE LAST 6 MONTHS OF LIFE, THE EMPHASIS IS ON COMFORT AND QUALITY OF LIFE RATHER THAN FINDING A CURE

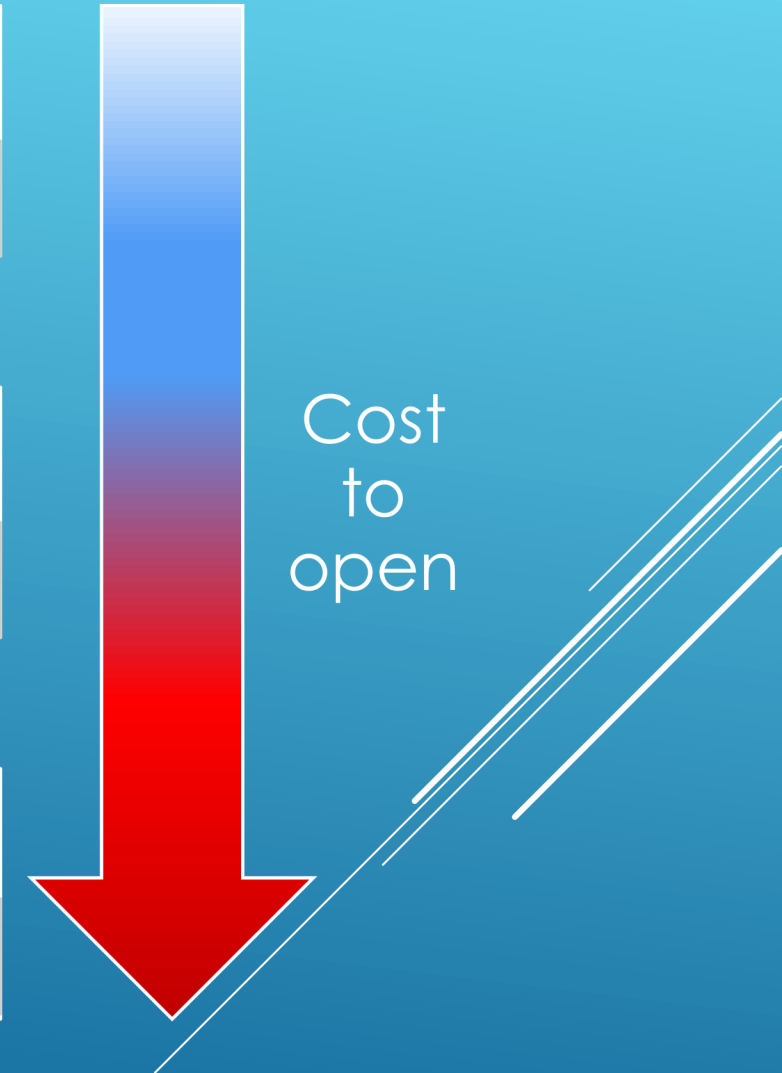
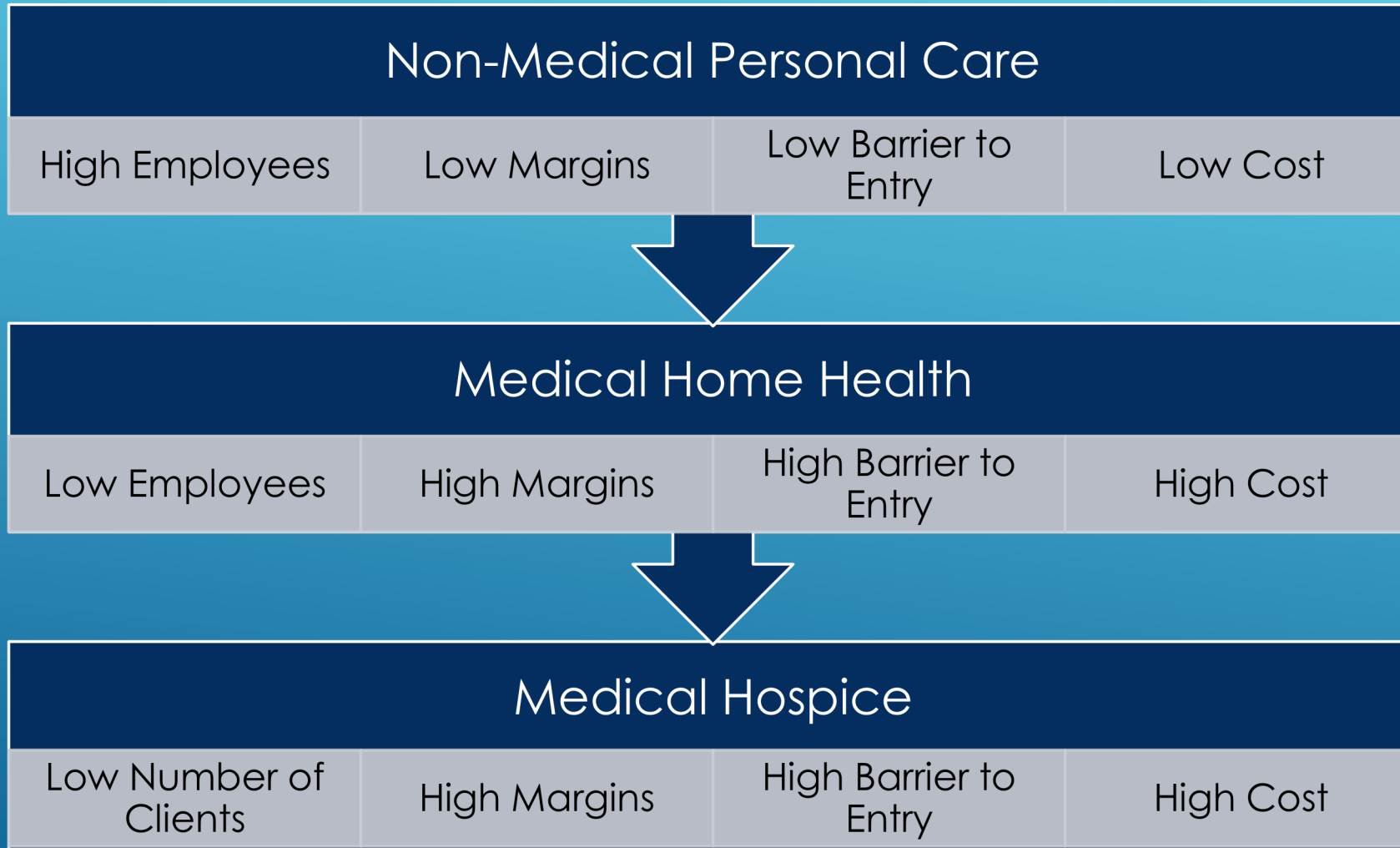
Team Includes

- Patient receiving care
- Patient's caregiver
- Patient's family physician
- Hospice Physician/Medical Director
- Nurses & Home Health Aides
- Social Workers
- Spiritual Counselors
- Trained Volunteers
- Professional Therapists

Hospice Services

- Assessing Physical Symptoms related to the illness
- Providing on-call availability to patients and families
- Assisting with end-of-life decisions
- Addressing emotional, spiritual, and social aspects of coping with a serious illness
- Providing Bereavement support for the family

SIGNAL HEALTH GROUP LEAD FLOW



WHY SIGNAL HEALTH GROUP IS DIFFERENT

SIGNAL HEALTH GROUP IS NOT YOUR AVERAGE FRANCHISE, HERE IS HOW WE STAND OUT.

Medical Upgrade Options

- Most in-home care franchises focus exclusively on non-medical

Business Synergies

- Our “Group” model allows for internal referrals between non-medical, medical, and hospice business lines

Multiple Revenue Streams

- Most in-home care franchises focus on private payers, long-term care insurance, and possibly the VA, we also tap into worker's comp, Medicare, and Medicaid among others.

Territory Size

- Our territories are 2x-3x larger than our competitors, 60k-100k seniors

OWNER'S ROLE

YOUR ROLE WILL DEPEND ON WHAT YOU WANT TO DO, BUT WILL GENERALLY INCLUDE:

Caregiving

- If you want to start on a budget, you can be your first caregiver until you get enough money coming into the business to replace yourself. This will not be necessary once you are established.

Managing

- Once you are up and running you will be overseeing a lean organization with a lot of independent employees. Finding, scheduling, and retaining your workforce will be your primary role. Eventually you may hire someone to fill or outsource these activities.

Schmoozing

- Initially marketing will be one of your most important roles. This might include taking a facility manager out to lunch or hosting a Bingo night monthly at a local care facility.

Caring

- Above all else, you have to care. Your job will be to ensure the wellbeing of those unable to care for themselves. You and your caregivers may, from time to time, be asked to go above and beyond. Signal Health Group expects its franchisees to do this, not because they have to, but because they authentically care.

COST TO OPEN A STANDARD TERRITORY

WHEN YOU GET THE FDD, YOU WILL FIND A MORE DETAILED
BREAKDOWN IN ITEM 7

Cost Description	Non-Medical (low)	Non-Medical (High)
Franchise Fee	\$29,500	\$29,500
License Assistance Fee (optional)	\$0	\$2,500
Initial Marketing	\$100	\$1,000
Computer Systems	\$0	\$1,000
Office lease, utilities, manager	\$0	\$13,500
Office Equipment, vehicle	\$100	\$2,200
Licenses, Permits, bonds	\$200	\$5,300
Medical Equipment and Supplies	\$500	\$1,000
Professional Fees, Insurance	\$1,800	\$3,800
Travel for initial training	\$1,000	\$2,000
<u>Additional Funds</u>	<u>\$7,000</u>	<u>\$20,000</u>
Total	\$40,200	\$81,800
Royalty	5%	5%

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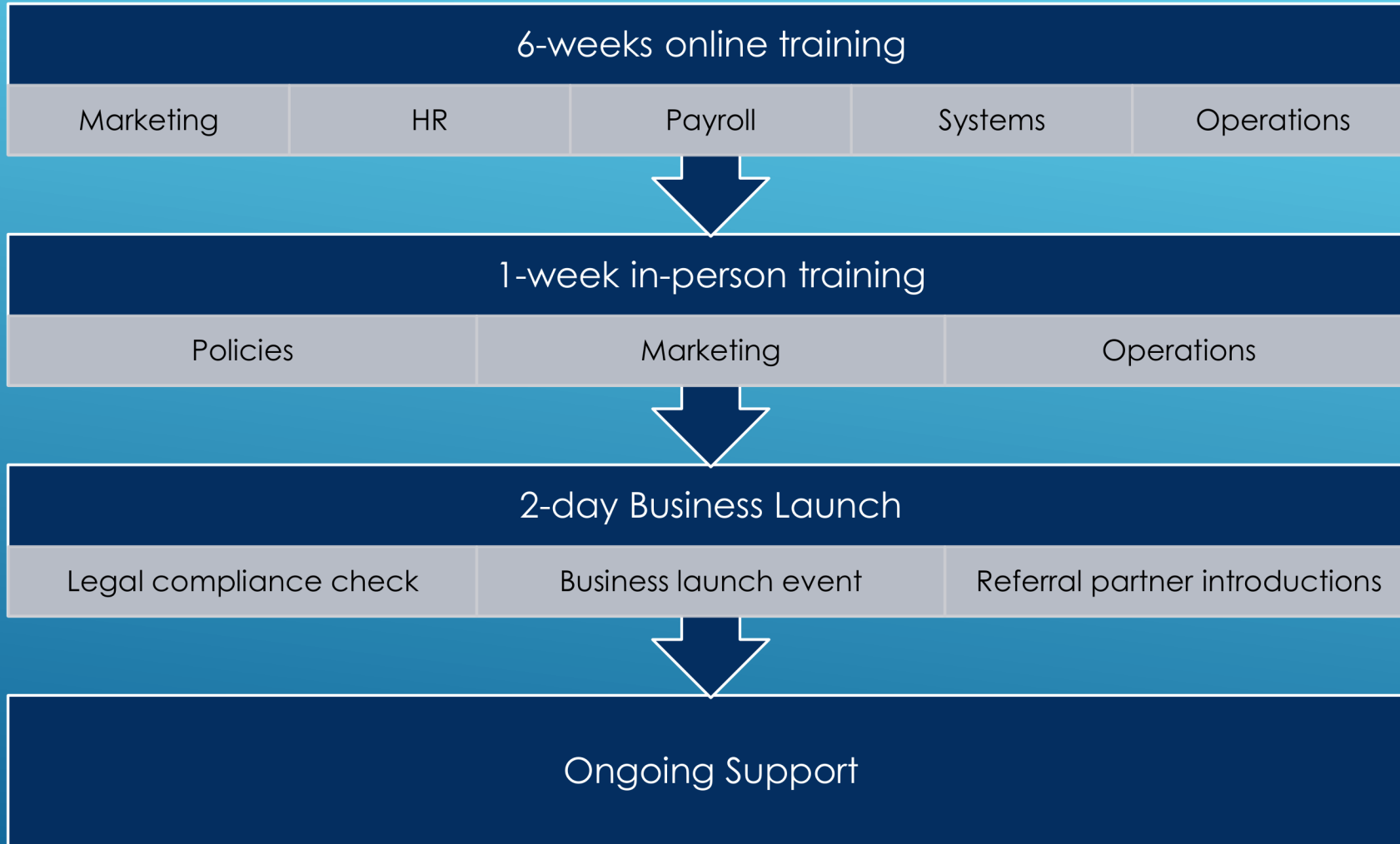
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Cost	Medical (Low)	Medical (High)
Franchise Fee	\$69,500	\$69,500
Survey Cost	\$18,000	\$32,000
Misc. Expenses	\$7,400	\$88,800
<u>Additional Funds</u>	<u>\$50,000</u>	<u>\$100,000</u>
Total	\$144,900	\$290,300
Royalty	5%	5%

Multi-Unit Development

- Save \$19,000 on a non-medical/medical Combo (\$80,000 franchise fee)
- Save \$48,500 on all three – Non-Medical, Medical, and Hospice (\$120,000 franchise fee)

TRAINING OVERVIEW



REQUIREMENTS

Background

- You and your employees must be able to pass a criminal background check. These checks may be required on a regular basis depending on your state licensing laws.
- No/Explainable history of litigation or bankruptcy.

Financial

- Liquid Capital*: \$50k+ for non-medical, \$100k+ for medical
 - Net Worth: \$75k for non-medical, \$200k+ for medical
 - 650+ Credit Score
 - US Military Veteran? Ask us about our Veteran Financing Programs and requirements!
- *Liquid Capital is defined as cash or any asset that could be converted to cash within 10 business days.

Personal

- You need to authentically care about people.
- You need to take a hands-on approach to managing your business.

QUESTIONS

Do I have to personally run the business?

Who can be a caregiver?

Do I need to quit my job?

Can I advertise outside my territory?

???



NEXT STEPS

NDA and FDD Review

- We will send you an NDA to protect any confidential information we may share with you throughout discovery.
- After receiving the NDA we will send you the Franchise Disclosure Document and schedule another meeting to go through it
- You will sign the FDD receipt page and send it back to us

Franchise Application

- We will send you a franchise application that must be filled out to continue with the franchise discovery process.

Founders Call

- Interview with our founder and CEO Hahn March

Territory Review Call

- Review what your territory will look like

Discovery Day

- Meet the team that will be supporting you
- Get your most pressing questions answered by the experts

Validation

- We will set up calls with some of our franchisees so you can get real examples of what a franchise start-up looks like

Offer to purchase

- If you want to move forward with purchasing a Signal Health Group franchise, this is when Signal Health Group will make the official offer to purchase.
- **An offer to purchase is not guaranteed!** Signal Health Group wants to grow with the right partners, franchisees that will reflect well on the brand and deeply care about the clients in their charge.