

THREE NEW COUNTRIES

HOME INSTEAD SENIOR CARE WELCOMES SOUTH KOREA, FINLAND & AUSTRIA

With the addition of South Korea, Finland and Austria, the Home Instead Senior Care network now operates in 15 countries, including the U.S., Canada, Japan, Portugal, Australia, the United Kingdom, New Zealand, Ireland, Spain, Taiwan, Switzerland and Germany.

South Korea

May Park is the new International Franchise Partner in South Korea. May is the majority shareholder and CEO of Senior Partners, Korea's leading senior portal Web site service and senior industry consulting service provider. Senior Partners was developed less than one year ago and is currently the leading Web site for seniors in South Korea.

From her work with Senior Partners, May confirmed a serious need for quality senior care in South Korea. "Learning about Home Instead Senior Care's business model and its contributions to seniors throughout the world made it clear that our new business should take part in the senior care industry," May said. "Not only does the company's vision share my personal pursuit of upgrading the happiness of seniors, but it also has a business model that has been proven to be successful worldwide. Without hesitation, I knew Home Instead Senior Care was the right business for me."

Home Instead Senior Care's Global Business Group visited Park in South Korea, and met with the Minister of Health, Welfare and Family Affairs and other high-level officials. They are all very excited to see Home Instead Senior Care come to their country.

May will act as CEO of Home Instead Senior Care South Korea. She and three of her team members traveled to Omaha, NE to participate in the New Owner Training class in October.

"May has a true entrepreneurial spirit," said Yoshino Nakajima, vice president of the Global Business Group. "Her passion for senior care is a good fit with our culture."

Finland

The new Home Instead Senior Care operation in Finland is a family affair. International Franchise Partner, Samuli Suominen, and his parents, Kari and Birgitta Suominen, will work together to bring quality senior care to Finland.

Samuli owned and operated an IT business for several years before selling his business to find a new opportunity in a promising industry. Kari, who works as the country president of a major power and transportation company, had experience with senior care issues after finding it difficult to secure quality care for his parents in Finland. As a result, the Suominens had been developing a senior care-related business idea for six months prior to meeting Nakajima through the American Embassy in Finland. "When I learned that Home Instead Senior Care was looking for an International Franchise Partner in Finland, it was all I had been looking for," Samuli said. "It was very clear that this kind of service has a great future potential."

Scandinavian countries have moved toward the private-pay sector with much reservation, but their challenges

1994



2000



2001



2003



2004



2005



2005



20



associated with offering quality senior care are the same as anywhere in Western Europe. The government faces challenges maintaining the high level of quality offered in the past due to the growing number of seniors and the increasing lifespan of the Scandinavian population. With the inception of Home Instead Senior Care Finland, this problem can have a positive outcome.

“Radical changes are taking place in Finland. I saw it with my own eyes,” Yoshino said. “Home Instead Senior Care offers a great opportunity for entrepreneurs like the Suominens. The Suominen’s personal and professional experience combined with our proven business model will equal success.”

Austria

Paul Fritz, International Franchise Partner in Switzerland, recently signed an International Franchise Agreement to expand his network into Austria. With the addition of Austria, Home Instead Senior Care is now the only senior care franchisor to capture all three German-speaking markets: Switzerland, Germany and Austria.

Paul, a native of Innsbruck Austria, became Switzerland’s International Franchise Partner in May 2007. He currently has four Franchise Offices in Switzerland in addition to his new venture in Austria. “Paul has demonstrated his effectiveness in Switzerland by developing his pilot operation to a very high level and standard,” said Rod Roberts, director of Global Business Performance. “Through his passion for seniors and commitment to our business model, he has positioned Home Instead Senior Care as the leading, quality private-pay organization in Switzerland.” Now, Paul has the opportunity to move forward by using that model to enhance the lives of seniors in Austria.

15 Countries and Counting!

“I am very excited about South Korea, Finland and Austria joining our network. It goes to show how these services are needed worldwide,” said Yoshino. “It is thrilling to be able to work with the public sector and offer customized service like ours to these markets. With these new global partners, I see clearly that Home Instead Senior Care can play a part in offering quality care to seniors around the world.” ■



▲ **Finland & South Korea Signing Ceremony**
 Pictured (left to right): Finland International Franchise Partners Kari, Birgitta and Samuli Suominen; Co-Founder and CEO Paul Hogan; Co-Founder Lori Hogan; South Korea International Franchise Partner May Park; South Korea staff members Michelle Chun and Anna Kim.



▲ **Austria Signing Ceremony**
 Pictured (left to right) are CEO and Co-Founder Paul Hogan, Co-Founder Lori Hogan, and Austria International Franchise Partner Paul Fritz.

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SUCCESS ON THE BANKS OF

SWITZERLAND FINDS MODEL FOR SENIOR CARE IS UNIVERSAL



Paul Fritz, far left, and new franchisees on the balcony of the Switzerland home office in September 2008. The group had just finished their first training course.

Happenings Magazine has begun new features to profile the great stories of our North American Franchise Owners and our International Franchise Partners.

“Läb dehei!”

Translated to English, it means “Live at home.” In any language, it’s the ultimate goal that Home Instead Senior Care International Franchise Partner Paul Fritz and his team have for the growing senior population in Switzerland.

The idea to serve seniors was born from his previous career and that of his partner, Katrin Schindler. Previously, Paul was the CEO for a real estate and construction company that plans, builds and sells high-quality, barrier-free living for the elderly. Katrin has worked with seniors all her life, including as a manager in an assisted living facility.

Paul learned about Home Instead Senior Care through a mutual friend and was impressed. He credits Katrin

with urging him to seize the opportunity and starting a venture the couple could participate in together.

“I’ve worked in different industries and have enjoyed that,” he says. “But Home Instead Senior Care is a kind of business where you can do something meaningful with your work.”

In 2007, he became the International Franchise Partner for Switzerland. The pilot office is in Basel, a Swiss-German city of about 165,000. The city sits on the banks of the Rhine River, just across the border from France and Germany.

Nearly 1.1 million people in Switzerland are 65 years or older. That’s 16 percent of the population, and a percentage that’s growing quickly. By 2010, the number of seniors is projected to grow to almost 1.3 million; by 2025, to more than 1.7 million.

“Our government does a great job to make sure that seniors’ health care needs are taken care of,” says Paul. “Nevertheless, there are seniors who are lonely or needy and, of course, many have a wish to stay at home rather than move to a care facility. We aim to complement the government services with what Home Instead Senior Care does best, to keep seniors at home and make their life as joyful as possible.”

Paul’s decision to start a franchise wasn’t made lightly, he says. Though the country is renowned for its comprehensive health care system, it had no national brand for non-medical, private-pay care for seniors. What’s more, there was no guarantee the North American model would work there.

“Most people told us it couldn’t be successful here, with a different culture, different people, different thinking—just different,” he says. “But our clients have proven to us that we have made the right decision.”

He says the North American model has provided a firm foundation for his success.

THE RHINE

Heart of a CAREGiver

“Instead of saying, ‘That may work in America, but not in Switzerland,’ we had to learn about it and try. It’s proven to be the right way. We have followed the recommendations to the best of our abilities first, and then made any necessary changes. More than 90 percent of our work continues to follow that model.”

Paul says he believes the growth he’s achieved is truly a joint effort.

“It’s the sum of a lot of details. Everyone in the home office and particularly the Global Business Group is part of the great support the franchise partners get in order to increase their business. We’re glad to be able to offer a wonderful, needed service to increase the quality of life to seniors in Switzerland.”

Since the partnership began in 2007, customer level revenues for the pilot franchise have grown 400 percent. Today, Paul has four franchisees in Switzerland and, in September 2008, became an International Franchise Partner in his home country of Austria.

“I grew up in a big family on a small mountain farm in Austria. My parents taught us that giving joy and happiness to others is of much value – more than money can be. I am lucky enough to be able to combine both worlds in a great company.” ■

By 2016, there will be 1.15 million personal caregivers in the American workforce – a 66% increase over today’s 767,000. The U.S. Bureau of Labor Statistics forecasts personal and home care aides to be the second fastest-growing job in the nation over the next decade.

In response to these statistics, “Heart of a CAREGiver” was selected as the First Quarter 2009 PR campaign. The program’s objective is to increase awareness of personal caregiving as a profession and to compel compassionate people to choose it as a career. “Heart of a CAREGiver” is a recruitment toolbox filled with strategies designed to help you drive top performers toward a career as a CAREGiver with Home Instead Senior Care. The campaign also addresses the need to retain the excellent CAREGivers we already have by offering tips to keep them happy and engaged. Networking strategies and messaging suggestions targeted to a variety of audiences are also included to help position you as the Employer of Choice.

“Heart of a CAREGiver” materials will arrive in your office in mid-December for a January 1 launch. This program offers brand awareness for Home Instead Senior Care, educates the public on the need for professional caregivers, and provides useful tools to grow your CAREGiver pool. Your involvement prepares your business for the oncoming age-wave, ensuring outstanding care to the rapidly aging American population well into the future.

The marketing team at the Home Office offers quarterly public relations (PR) programs to help increase awareness of Home Instead Senior Care, its Franchise Offices and the issues facing seniors today. These are research-based programs commissioned specifically for Home Instead Senior Care use and designed with your success in mind.

Home Instead Schweiz
AG International
Franchise Partner
Paul Fritz with Jo
Herrmann, the
first franchisee for
Switzerland.