

Sanctum Pediatric Home Health Agency, LLC

Company Overview:

Sanctum Pediatric Home Health Agency, LLC hires nurses and therapist to provide care to patients in the privacy and comfort of their own home in the Central Texas area. We also provide quality nursing personal to healthcare facilities throughout Texas.

Opportunity and Customer Needs:

Customers in our market's top needs include:

1. Exceptional quality – Customers want a high level of quality, professionalism, and skill. Over 98,000 people a year die from medical errors, and preventable infections.
2. Reasonable pricing – In today's declining budgets, it is imperative for not just governments, but also private enterprises to have the lowest costs while not sacrificing quality. A typical hospital stay can cost from \$3000-\$5000. A week's stay can cost \$50,000 on the low end. This can be very financially draining.
3. Less risk- When someone's immune system is compromised it can be risky to recover in a hospital where there are several sick people. Customers are looking for viable alternative to recovering in a hospital.

Solution and Business Model:

Sanctum Pediatric Home Health Agency, LLC provides solutions and capitalizes on these opportunities with the following:

1. Pricing-We charge between \$176 and \$1210 a day for in home care.
2. We have a highly trained staff; through their experience and knowledge they can direct a client to a service that fits their needs.
3. We take pride in our service. We maintain excellent customer service.

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Management Team

Miles Bright: Chief Admin Officer
Michelle Howard: Director of Nursing
Denise King: Alt Director of Nursing

Milestones

Established- May 5, 2010

Current Owners

Miles Bright: 51%
Stephanie Bright 49%

Revenue Forecast

Year 1: \$1,935,360.00
Year 2: \$3,870,720.00
Year 3: \$5,806,080.00

Profitability Forecast

Year 1: \$931,260.00
Year 2: \$1,962,520.00
Year 3: \$1,893,780.00

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4. Less risk-When an individual is injured or ill their immune system is likely compromised. On average Hospital employees visits up to fifty different patients a day. One of the worst things that can happen to an individual who is immune compromised is to be exposed to a large amount of health care workers who may have been in contact with a multitude of microbes. On average our clients are exposed to less than four people a day total. This dramatically decreases the chance of them acquiring an infection thus better keeping their health care cost at a minimum.

Product and Revenue:

We offer in-home care for patients. Our company will be filing for reimbursements from private health care insurance, Medicare and Medicaid for providing the following services: Skilled nursing services will provide patient education, family instruction, medication supervision, injections, wound care, heart and blood pressure monitoring and nutritional counseling. Certified home health aides will provide assistance with bathing, grooming, dressing, exercising and other personal care such as light housekeeping. Our therapists will work with patients to improve the quality of everyday living and to achieve the highest possible level of independence. Home therapy will include physical therapy, occupational therapy and speech therapy. Our reimbursement rate will be based on the level of care that is required by our clients and ranges from \$28.00 per hours for a basic level of care for client requiring assistance with medication management and activities of daily living to \$55.00 per hour for a client who is fully ventilator dependent and bed ridden. Our nurses will be available for care on 24 hours a day 7, days a week bases.

Marketing Strategy:

Sanctum Pediatric Home Health Agency, LLC utilizes a variety of marketing methods that collectively make up the company's marketing strategy. The company's primary means of attracting new customers include the following:

- Chamber of Commerce- We are member of the Killeen chamber of commerce
- Advertisements- Advertise with local private practicing physicians and hospitals
- Directories-Registered with local Center for Medicare Services office
- Flyers, business cards, brochures- We distribute brochures, flyers and business cards to our contacts and potential clients.
- Website- Up to date and professionally maintained. Our website allows prospective customers to see our products and services and find our location.
- Word of Mouth- Our reputation with our existing clientele brings in many new customers through word-of-mouth referrals.

Market:

Sanctum Pediatric Home Health Agency, LLC

We are part of the home health care services market in Texas. Sanctum Pediatric Home Health Agency, LLC's target market is broad enough that we enjoy significant market opportunity. Our target clients are patients of all ages requiring long-term care in the comfort and privacy of their own homes. We accept clients who are on Medicare, Medicaid and private health insurance.

Management Team:

Miles M. Bright-Owner

Miles will graduate from the University of Phoenix in July 2011 with an MBA with a concentration in health care management. He has a BS in psychology from Excelsior College, and an Associate degree in GS from Central Texas College. He is a licensed practical nurse, and is a retired SFC US Army who served 20 yrs. and retired In July 2001. He served as non-commissioned officer in charge of the mother baby unit, manager of the Labor and Delivery ward as well as the recovery room at Darnal Army Medical Center at Fort Hood Texas. As a non-commissioned officer at the 97th General Hospital in Frankfurt Germany he served as Dermatology clinic manager, managed multiple in patient wards at Walter Reed hosp. in Wash. DC, attended multiple army leadership schools and training and has received multiple leadership awards during 20 years of service while in the army.

As a nurse with over twenty-six years working in direct patient care he possesses a multitude of management and leadership experience from various disciplines within the health care arena. He also has professional relationships with many of the business owners and managers in the local hospitals, clinics and doctor's offices that are willing to refer their clients for his services.

We are confident that we have the experience and skills needed to continue to grow this company.

Competition:

Sanctum Pediatric Home Health Agency, LLC faces competition from a number of companies in our local market. Our top competitors are:

Medical Staffing Network

Strengths – abundant resources, years of experience in local area
Weaknesses – inability to cover shifts

First Choice Home Health Agency

Strengths – abundant resources, years of experience in local area
Weaknesses – inability to cover shifts

Out Reach

Sanctum Pediatric Home Health Agency, LLC

Strengths – abundant recourses, years of experience in local area

Weaknesses – inability to cover shifts

Competitive Advantage:

While each of these companies possesses several strengths and has been able to establish itself as a legitimate competitor in the marketplace, Sanctum Pediatric Home Health Agency, LLC maintains several competitive advantages over these companies.

The competitive advantages that we offer that set us apart are:

Staffing- One of the biggest issues of the home health industry is having enough nurses on staff to provide coverage to clients. Because Miles is one of the local nursing staff he knows what it takes to keep nurses signed on and coming back, plus the nurses feel more of a kinship in working with one of their own vs. working for some unattached corporation.

Pay- We pay our nurses a dollar more than the local average, ensuring employee retention.

Service- We provide our clients the personal care, and professional service they deserve at a fraction of the price they pay in the hospital.