



HOW TO SPOT & PREVENT CAREGIVER BURNOUT

by Elizabeth "Betty" Norman, *Homecare Magazine*

Each day can bring new challenges for caregivers due to the demanding, stressful and emotionally taxing nature of the work. When daily responsibilities begin to add up and take a toll, caregivers can burn out.

Burnout can intrude in personal lives, appearing while a caregiver is spending time with friends or family, or it can make its way into professional lives, impacting performance and quality of care. Here are six ways to spot it and four techniques to help your team cope.

1. Exhaustion & fatigue - Inexplicable exhaustion can be an indicator of burnout - it's the "physical collapse" described in the definition. If there is no clear reason for exhaustion, such as a long day or a tough workout, it may be time to take a deeper look at what's going on.

Please see link below to read full article:
homecaremag.com/june-2019/how-spot-prevent-caregiver-burnout

CORPORATE UPDATES

New Marketing Tactics

Acti-Kare is continually looking for efficient and innovative marketing tactics to reach out to our desired audience. Over the past few months, we have conducted Omni channel testing across social platforms as well as video platforms like YouTube. Based off our initial testing we are seeing high engagement ratios from seniors and/or their children through this method of client engagement.



At this time we are conducting national advertising across these channels with much success.

Acti-Kare Client Bags

Acti-Kare is happy to announce our new client leave behind bags that will be available for purchase via Acti-Link. These are a great way to say thank you for choosing Acti-Kare for your loved ones needs.

Included in the bag are:

- 1 coloring book and colored pencils
- 2 Acti-Kare pens
- 1 Acti-Kare notepad
- 1 magnet
- 1 7-day pill box
- 1 jar opener



Caregiver Orientation

Acti-Kare is pleased to provide you with our newly updated Caregiver Orientation powerpoint, available on Acti-Link located in our Caregiver Forms and Documents folder. This tool can be utilized during the hiring process and also to reinforce good caregiving habits. These standards of care will help set you apart and elevate your care well above your competitors. Please contact Eric Nelski with any questions or for more information. enelski@actikare.com

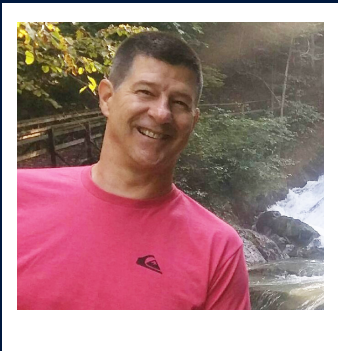
WHAT'S INCLUDED

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FRANCHISE SPOTLIGHT

OLDER AMERICANS SPENDING BIG ON HOME IMPROVEMENTS



FRANCHISE SPOTLIGHT

JOHN MOISA

Acti-Kare of Blue Ridge, VA



John Moisa joined the Acti-Kare franchise family in 2016. John recently shared with us some of the challenges he overcame and future plans for his Acti-Kare franchise.

Q: What achievement are you most proud of from owning a Acti-Kare franchise?

The achievement I am most proud of as a result of owning an Acti-Kare franchise is building a business from zero clients to over 27 consistent clients and being able to service those clients well. We have built a solid business with a core group of fantastic caregivers, and very happy clients.

Q: What were some of the biggest challenges in developing your franchise? How were you able to overcome or solve them?

Some of the biggest challenges in developing my franchise was at first getting my license from the state and getting my first client. Getting my license was difficult at first because I spent too much time trying to "reinvent the wheel" in creating my policies and procedures. Once I found out what needed to be done it was very easy to get the license. As far as getting my first client, looking back it actually was not that difficult. It took me three months from when I received my license to the day I got my first client. I later found out that is fairly normal, but at the time it felt like forever.

Q: What are your future plans to continue to be successful in this business?

My future plans to become successful in this business are to continue to apply the marketing training I received at Corporate when I first got started. The Corporate team works hard to always be looking to stay fresh on the minds of my referral sources through the use of internet and social media marketing. I also find that helping newer franchise owners get their business up and running keeps me fresh and excited for the business.

Q: If you could give advice to someone who was thinking about purchasing a Acti-Kare franchise, what would it be?

The best advice I can give a new franchise owner is to seek out a mentor in your state that owns an Acti-Kare franchise. They can guide you through the specific nuances for your state. Every state has a different set of rules and regulations.

Q: Any other insights you want to share?

I would say that you can not and should not go it alone, having the support from the Corporate office is an incredible asset. Also finding other owners to get answers to your questions and guidance is a big help.



OLDER AMERICANS SPENDING BIG ON HOME IMPROVEMENTS

by Megan Henney, FOXBusiness

One decade after the financial recession, new home construction has remained relatively sluggish - meaning that American homes are getting older, and as a result, homeowners are funneling more money into remodeling.

A new report published by Harvard University's Joint Center for Housing Studies found that in 2017, Americans spent a whopping \$425 billion on home improvements, a record high; that represents a 10 percent increase from 2015 and a more than 50 percent jump from 2010.

Baby boomers are largely to thank for that upswing in home renovations; as they start to age into their 70s and 80s, that generation is beginning to spend more on investments to improve accessibility so they can remain in their homes instead of relocating.

"Homeowners age 55 and over have dominated the home-remodeling market for nearly a decade, overtaking middle-aged owners as the primary source of home improvement spending," the report said. "Older homeowners are living longer and are increasingly willing and able to spend for home improvements that allow them to remain safely in their current homes."

Aggregate spending among older homeowners grew more than 150 percent over the decades, climbing to \$117 billion, the study found. Comparatively, total market spending was up just 9 percent among owners under the age of 35. Nearly 3 million homeowners said they were undertaking projects that would improve accessibility for the elderly or disabled.

A majority of homeowners - 77 percent - said they financed these projects by using cash from savings. About 5 percent said they relied on credit or retail store charge cards.

Please see article below for more information:

foxbusiness.com/personal-finance/older-americans-spending-more-on-home-improvements



"Our veterans love your caregivers. Thank you."
- Jean, FL



"Moving so far away was very difficult. I can now sleep at night knowing that my mother is safe."
- Mary, OH



"I feel very comfortable referring my clients to Acti-Kare. I know that they will receive the care they need in a timely and professional manner."
- Michele, CA

REWARDS FOR REFERRALS

The Best Compliment We Can Receive Is a Referral From You!

Earn a \$1,500 referral fee

when your referral joins the Acti-Kare franchise family - plus a **\$1,500** credit to the new franchisee who comes on board!

Please call for more information

888-451-5273

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