

Benchmarking Survey Worksheet

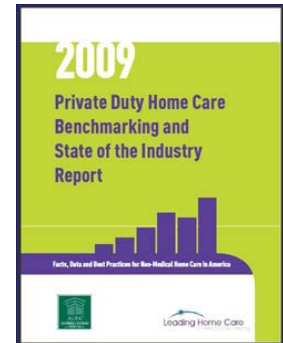
Leading Home Care has launched the **2010 Private Duty Home Care Benchmarking and State of the Industry Study**. This detailed study will analyze financial and statistical data vital to decision-making for non-medical home care owners, directors and CEOs. The purpose of this data collection is to identify financial and statistical benchmarks that will help you compare your business to other similar companies in your peer group.

Participants in the 2010 study will be eligible for a substantial discount on the **2009 Private Duty Home Care Benchmarking and State of the Industry Report**. Also, you will be able to purchase the 2010 report when it is published.

"Am I eligible to participate?"

In order to participate, you must meet the following criteria:

- You must be an owner, chief executive, managing director, marketing director or human resources director of a private duty company, or a company that has a private duty subsidiary.
- You must have 12 months of financial and statistical information for calendar year 2009.
- Companies of all sizes may participate. However, only companies with 12 months of revenue in 2009 for private duty services are eligible.
- Franchise owners may participate. Companies that sell franchises may not participate unless the franchisor owns and operates a company that provides care directly to consumers.
- Private duty home care, for the purposes of the survey, is defined as companies that provide companion care, personal care, skilled care, live-in care and other related services on a private pay basis in the home of clients over the age of 65, people with disabilities, or children with special medical needs.
- While Medicare certified companies are eligible, revenues from Medicare will not be included in the data. Companies with 100% of revenue coming from Medicare are not eligible to participate.
- Companies that provide staff relief services to medical or retirement facilities exclusively, Companies that act as caregiver referral services exclusively, Geriatric care management companies that do not provide direct care are not eligible to participate.



How to use this worksheet:

On the following pages, you will find all of the questions that are asked on the benchmarking survey. Please print out a copy of this worksheet.

Go to your financial statements and statistical reports for the calendar year 2009. You will also be asked for some financial and statistical data from the past five years. Complete the answers to the questions on the worksheet.

Please do not guess. Fill out the survey questions based on actual data that you have tracked in your business. If you have not tracked data to answer a specific question, leave that question blank. The more accurate and precise you are in answering the questions, the more valuable the results will be in the final report.

Only eligible participants who provide complete and accurate data will be permitted to purchase a copy of the final report. Responses that are obviously inaccurate, distorted, or incomplete will be deleted from the data set, and orders for the final report will not be fulfilled at the participant price.

Once you have the worksheet completed, go to the following web site to enter the data. Once you have entered your data, you will receive a coupon code and will be directed to the shopping cart where you may purchase your copy of the 2009 report.

Enter Your Survey Data

www.privatedutytoday.com/survey

If you have questions about the survey process, please email

editor@leadinghomecare.com

or phone 502-339-0653

After you purchase the 2009 report, we will keep your order on file, and you will receive a notice when the 2010 report is available.

Leading Home Care's 2010 Private Duty Home Care Benchmarking

1. Welcome to Leading Home Care's 2010 Private Duty Home Care Benchmarking Sur...

Non-Medical Home Care, or Private Duty Home Care, is the fastest growing segment of the health care industry. This survey is designed to be part of an on-going comprehensive study of the companies that provide private duty home care. Your participation is vital. The results of this survey should provide respondents with the ability to benchmark themselves against peers for the first time in the short history of private duty home care. Prior to completing the survey we recommend that you download and fill out the data points packet. This will help you collect the information the survey will require.

If you have not yet completed the data points packet, you may download the packet with instructions here. If you have downloaded and filled out the packet, you are ready to begin the survey.

Thanks, in advance, for your participation.

Jason Tweed, editor, Private Duty Today

Leading Home Care's 2010 Private Duty Home Care Benchmarking

2. Introduction

These first questions are designed to sub-categorize respondent companies by region, business type, and urbanization.

* 1. Which category best describes your company?

2. How many active operating locations does your company have? (Include only your company. Do not include other franchise locations or members in a membership network.)

Number of Locations:

3. What type of corporate structure is your company?

4. Please enter your zip code of your primary location.

5. Which best describes the community you serve?

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3. Franchisee

In an earlier question you indicated that your company is a franchise or part of a membership network. Please select the company with which you are affiliated.

1. If you are a franchise or part of a membership network, with which company are you affiliated?

4. Your Role

Some questions in this study are tailored to individuals in specific roles.

* 1. Which best describes your role in your company?

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5. Role of Owner Operator

As the owner operator of this home care business, in which of the following functions of the business do you participate.

1. In which of the following business functions do you actively participate on a regular basis?

Check all that apply.

- Making direct sales calls to referral sources
- Designing and implementing marketing and advertising strategies
- Recruiting caregivers
- Interviewing and selecting caregivers
- Taking inquiry and referrals calls
- Conducting in-home assessments and admitting clients
- Caregiver scheduling
- Office management functions
- Payroll and book keeping
- Billing, collections, and accounts receivable

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6. Company Statistics

These questions will help us determine industry growth over time.

* 1. Did your company materially participate in business for the full twelve months of 2009?

Yes

No

2. What was the first year in which your company had twelve months of revenue from private duty home care?

Year

3. This question will focus on growth from 2005 through 2009. Please enter total revenue from client care for each of the five years below where you had twelve full months of revenue. If you received no revenue during a particular year please enter "0". If you had less than twelve months of revenue, please leave the box blank.

Please enter whole dollars. Do not use dollar signs or commas. Do not estimate. Please use exact figures.

2005

2006

2007

2008

2009

4. Using 2009 revenue figures only, what percentage of your private duty revenue came from each source below? Your totals should equal 100%. For this question enter whole numbers without decimals or percent signs. Enter "0" if you received no revenue from a source.

Private Pay

Medicaid Waiver

Veterans Administration

State, County, or Local government programs

Long Term Care Insurance

Other sources of revenue

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5. Which of the following services does your company provide?

Check all that apply.

- Companion Care (homemaker, companion)
- Personal Care (Personal Care attendant, CNA, Home Health Aide)
- Skilled Care (Nurse, Physical Therapy, Other Therapy)
- Live-in Care
- Geriatric Care Management
- Personal Emergency Response System
- Medication Management
- Medication Reminder

Other (please specify)

6. Companion Care Statistics 2009 (Homemaker, Companion - Hands-Off)

Total Revenue from Companion Care in 2009?

Total number of unique, unduplicated clients in 2009?

Total hours of companion care provided in 2009?

7. Personal Care Statistics 2009 - (Personal Care Attendant, CNA, Home Health Aide - Hands on)

Total Revenue from Personal Care in 2009?

Total number of unique, unduplicated clients served in 2009?

Total Hours of Personal Care service provided in 2009?

8. Skilled Care Statistics 2009 - (Nursing, PT, OT)

Total Revenue from Skilled Care in 2009?

Total number of unique, unduplicated clients served in 2009?

Total hours of Skilled Care provided in 2009?

9. Geriatric Care Management Statistics 2009

Total Revenue from GCM Services in 2009?

Total number of unique, unduplicated clients served in 2009?

Total number of hours of GCM services provided in 2009?

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10. Live-in Care Statistics 2009?

Total Revenue from Live-in care during 2009?

Total number of unique, unduplicated live-in clients served in 2009?

Total number of 24 hour live-in shifts provided in 2009?

11. What do you charge on a monthly basis for basic level of service for the following?

Personal Emergency Response System

Medication Management (Nurse manages medication, fills pill boxes, and gives injections)

Medication Reminder

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7. Clients Served

These questions will benchmark client hours and clients served. Please do not estimate. If you served zero clients enter "0". If you are unsure of client numbers or hours of service DO NOT enter "0", simply leave the box blank.

1. How many total, unique, individuals did you provide with care? If you provided care to the same individual on multiple occasions or with multiple episodes, only count them once. Again, only enter data for those years where you provide twelve full months of service.

Please enter whole numbers. Do not use commas. Do not estimate. Please use exact figures.

2005	<input type="text"/>
2006	<input type="text"/>
2007	<input type="text"/>
2008	<input type="text"/>
2009	<input type="text"/>

2. How many hours of service did you provide? Include only paid service. Do not include pro bono care. Do include care funded by philanthropic funds.

2005	<input type="text"/>
2006	<input type="text"/>
2007	<input type="text"/>
2008	<input type="text"/>
2009	<input type="text"/>

3. How many active caregivers did you employ in December, 2009? Active caregivers can be calculated by using the average number of payroll checks written in each pay period ending between December 1, 2009 and December 31, 2009.

4. Do you provide a "free in-home assessment" as part of your inquiry and intake process?

Yes

No

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5. On average, what percent of your inquiries and referrals do you convert to In-Home Assessments? What percent of your In-Home Assessments do you convert to Admissions?

Use whole numbers. Do not put in % symbol. Please don't guess. If you do not track this number, leave the answer blank.

Percent Inquiries / Referrals to Assessments?

Percent Assessments to Admissions?

6. On average, how many days does it take from the day you receive an inquiry or referral to the day you admit the client to service?

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8. Office Employees

The following is to evaluate current full time equivalent staff. Please use your staff roster as of December 31, 2009. Full time equivalents are based on ≥ 30 hours per week. You may have employees whose time is split among multiple tasks. Do not split an individual into more than two categories. A full time employee whose time is split in multiple categories is considered two part time employees. Full time employees count as 1. Part time employees > 30 hours weekly count as full time. Part time employees ≤ 29 hours weekly count as part time. No employee counts as greater than one full time or less than one part time.

1. As of December 31, 2009, how many individuals were employed by your company in executive, administrative or support staff roles working in your office. (Total individuals not FTEs)

December 31, 2009 staff members

2. In each of the following categories how many FULL TIME employees did your company employ as of December 31, 2009?

A full time worker whose tasks are split among multiple categories count as one part time employee in each of two categories. Include these positions in the part time category below.

Do not include sales and marketing staff. They will be counted in another question.

Please use whole numbers. Do not use decimals.

Management / Supervision	<input type="text"/>
Recruitment and retention	<input type="text"/>
Operations (scheduling, payroll, benefits, etc.)	<input type="text"/>
Clerical/support staff	<input type="text"/>
Nurse	<input type="text"/>
Geriatric Care Management	<input type="text"/>

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3. As of December 31, 2009 how many PART TIME employees did you have in each of the following categories.

Do not include sales and marketing staff. They will be included in another question.

A full time worker whose tasks are split among multiple categories count as one part time employee in each of two categories.

Use whole numbers. Do not split an individual into more than two categories.

Management / Supervision	<input type="text"/>
Recruitment and retention	<input type="text"/>
Operations (scheduling, payroll, benefits, etc.)	<input type="text"/>
Clerical/support staff	<input type="text"/>
Nurse	<input type="text"/>
Geriatric Care Manager	<input type="text"/>

4. What were total wages for 2009 for all office employees listed above? Do not estimate.

Total office wages

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9. 2009 Marketing Expenditure

The next few questions focus on marketing expenditures. Please use actual expenses from each category, rounded to the nearest dollar. Do not use decimals, commas or dollar signs.

1. What was your total sales and marketing expenditure in 2009? Include salaries and benefits or portions of salaries for staff with sales or marketing responsibilities.

2009 total sales and marketing expenses

2. For each of the following, please note your 2009 sales and marketing expenditures.

Advertising (newspapers, tv, radio, pay-per-click, etc.)

Salaries and benefits (marketing or sales staff)

Consultants, ad agencies, PR firms, etc.

General printing, ad specialties, general postage

Web Site

Other sales and marketing related expenses

3. If you included expenses in the "other" category above, please describe these expenses. Also include whether these expenses are recurring each year.

4. How many individuals did you employ in sales and marketing during 2009?

Please use whole numbers, not decimals.

Full Time - Sales (non-owner)

Full Time - Marketing and Public Relations (non-owner)

Part Time - Sales (non-owner)

Part Time - Marketing and Public Relations (non-owner)

5. What was the base salary paid to a full time sales representative in 2009? If you had more than one, give us the average.

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6. What was the total incentive compensation paid to a single sales representative above the base salary for 2009? If you had more than one, give us the average.

7. Describe your compensation plan for your top sales person in 2009.

Salary only

Salary plus commission - % of revenue

Salary plus incentive - Bonus based on achieving goals

Salary plus incentive - Incentive Dollars or cents per billable hour above a preset goal

Straight commission

Other

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10. 2009 Human Resources Expenses

In 2009, what were your total expenses related to human resources? This includes dedicated recruitment advertising, salaries and benefits of human resources staff, costs of screening tools and background checks, referral and retention programs. Please round all to the nearest dollar. Please do not estimate.

1. What were your total expenses related to recruitment, selection and retention of caregiving staff and office staff.

2009 total human resources expenditures

2. What were your actual expenses in each of the following categories as they relate to human resources functions?

Advertising (newspaper, tv, radio, job search websites, job fairs, etc.)

Salaries and benefits of human resources staff

Selection tools (background checks, drug screenings, behavioral assessments, etc.)

Employee referral program (incentives, bonuses, or rewards)

Retention programs (bonuses, rewards, recognition, employee newsletter, gifts, etc.)

Other human resources expenses

3. If you included expenses labeled "other" above, please explain further.

4. Does your company use some type of online assessment tool to aide in the selection of caregivers?

Yes

No

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11. 2009 Direct Costs of Providing Care

This category helps us calculate actual costs of providing care. These expenses should be generally proportional to the number of service hours delivered.

1. Please use actual expenses for the following categories. Please round to the nearest dollar and do not estimate.

Total 2009 caregiver payroll	<input type="text"/>
Total 2009 caregiver benefits	<input type="text"/>
Total 2009 caregiver payroll taxes	<input type="text"/>
Total 2009 workers' compensation insurance	<input type="text"/>
Total 2009 unemployment compensation	<input type="text"/>
Total 2009 caregiver travel	<input type="text"/>

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12. 2009 Office and Overhead Expenses

In the following categories, please enter your total expenses for 2009. Please use actual expenses, not estimates, rounded to the nearest dollar.

1. What were your other overhead expenses for operating your business?
(Total overhead expenses, minus office staff expenses, sales and marketing expenses, and recruiting and retention expenses?)

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13. Owner and Executive 2009 Compensation

Please answer the following, about the compensation packages for owners and senior level executive staff for 2009. Please use exact figures rounded to the nearest dollar.

1. In 2009 what was the total compensation paid to a CEO or Administrator who was not an owner of the business.

Non-owner executive compensation

2. How many individuals have an ownership stake in this company greater than 10%

1

2

3

4 to 5

6 to 10

Owned by another corporate entity

3. What was compensation distributed to owners? Please use exact figures rounded to the nearest dollar.

Regular salary and benefits

Cash bonuses or draws

Corporate allocation to corporate owners

Dividends

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14. 2009 Profitability

We will examine operations and total profitability.

1. In 2009, what was your total profit or loss?

2. If your company paid any royalty or franchise fees in 2009, please enter the total below.

Franchise fees or royalties

15. Thank You

Participation in this survey is limited to home care companies that generated revenue for twelve months in 2009. If your organization was founded in 2009 or 2010 or if your company does not provide home care services, you are not eligible to participate in this survey.

You may complete the demographic information on the next page if you would like to learn more about the 2009 Private Duty Home Care Benchmarking and State of the Industry Report.

Hit next to continue.

16. Sponsored Questions

The following questions are included in a separate data set and are optional. These questions will be shared with our corporate sponsors who helped fund this research.

1. Do you believe that accreditation improves your ability to market and sell your services?

Yes

No

2. Do you believe that accreditation is important to assuring overall quality in the non-medical home care industry?

Yes

No

3. With which groups are you currently accredited if any?

ACHC

CHAP

JCAHO

Private Duty Home Care Association / NAHC

Other

4. Is membership in a state or national home care association important to your company?

Yes

No

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5. Whether or not you are a member of an industry association, please check the topics or benefits that you believe to be valuable. Check up to three.

- Educational opportunities
- Representation to government officials
- Connection and communication with other business owners and staff
- Connection to third-party resources and vendors
- Social interaction with others in the industry
- Industry news
- Assistance with regulatory compliance
- Other benefit not listed
- I don't feel association membership is valuable to my company

If you checked other, please specify

6. Of which industry associations are you currently a member? Check all that apply.

- NPDA
- PDAHCA
- PCA
- VNAA
- NAHC
- AAHC
- A state or regional association or chapter
- Other

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17. Demographics

The following information will not be associated directly with your answers.

If you have provided financial data as a participant of this study, you are eligible to purchase the 2009 Private Duty Home Care Benchmarking and State of the Industry Report for the participant price of \$149.00.

Owners of home care companies who choose not to provide data, and individuals not associated with a home care company that provided 12 months of service in 2009 may purchase the report at regular price.

At the end of this survey, you will receive a coupon code. participants may enter the code into the shopping cart to get the participant price when you purchase the report.

1. By providing this information you agree that we may contact you by email when the final report is available.

Name:	<input type="text"/>
Company:	<input type="text"/>
Address:	<input type="text"/>
Address 2:	<input type="text"/>
City/Town:	<input type="text"/>
State:	<input type="text"/>
ZIP/Postal Code:	<input type="text"/>
Country:	<input type="text"/>
Email Address:	<input type="text"/>
Phone Number:	<input type="text"/>

18. Thank You

Thank you, your survey is now complete. Leading Home Care and our sponsor, the Accreditation Commission for Health Care, and Private Duty Today, wish to express our gratitude for your participation.

Providing the detailed data above will help our firm to create this comprehensive State of the Industry study of private duty home care.

This is the second annual study designed to define a benchmark company, to which you will be able to chart your growth over time and compare it to overall growth nationally.

For more information on this study, or to be included in our press release list, please contact Leading Home Care at 502-339-0653.

Click finish to complete your survey and learn more about the 2009 benchmarking report.