

HOME CARE AND SUPPORT PROVIDER

Franchise
Opportunity
Prospectus





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Cardea Healthcare:
Where compassion
opens the door to a
healthier tomorrow.

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CARDEA HEALTHCARE:

We are a care and support provider, that provides healthcare services to people within their own homes and in care homes.

We provide these services to people of all ages from children to older adults with a range of needs including those with learning disabilities, physical disabilities, long-term conditions and palliative care or mental health needs.

Our aim is to enable those in the community to be as independent as possible for as long as they are able, whilst enabling them to remain within their own homes.

Our services include personal care, such as help with bathing, dressing, and medication management, as well as assistance with meal preparation, housekeeping, and companionship.

In addition to the regulated services that we offer in the community, we also provide agency recruitment to care services in the form of permanent and temporary recruitment.

By offering such a variety of services, not only are we maximising the revenues streams available, but also are able to offer an all-rounded service that meets the needs of those requiring it, regardless of the environment that their care is delivered.

What we do:

We offer the following services to our clients:

- Permanent Recruitment
- Temporary Staffing Solutions
- Live-In Care
- Home Care
- Community Support Work



Our clients are:

- The NHS
- Local Authorities
- Care Organisations
- Private customers including those in receipt of direct payments or personal budgets

Our end users:

- People of all ages
- People with mental health issues
- People with physical and sensory impairments
- People with learning disabilities
- People requiring palliative care
- People requiring End of Life care
- People with acquired brain injury
- People with spinal cord injury
- People with complex health needs

Our values:

- It is vital that our Franchisees share and live by our values:
- We work with integrity

Honesty and transparency are at the core of everything we do

- We offer a quality service

Our commitment to excellence ensures that every customer receives the best possible experience

- We are honest
- We believe in earning trust through transparency and accountability in everything we do
- We are flexible

We understand that every situation is unique and approach each one with adaptability and an open mind

- We are cost effective

We strive to deliver the best value to our customers without compromising on quality or service

- We offer continuity

We build long-term relationships with our customers and provide reliable, consistent service to support their ongoing needs

- We always communicate effectively

We believe clear and timely communication is key to building trust and achieving successful outcomes for our customers

WHY WE ARE FRANCHISING

Cardea Healthcare, via our Head Office in Uxbridge, Greater London, only services end users in and around the East Berkshire area, linked to the NHS trust and Local Authorities there.

There is therefore huge potential for franchisees to operate in other areas around England, to replicate what has already been proven and achieved here. There is plenty of demand for Cardea Healthcare's services (not just to the elderly) all over the country.

One of the main reasons for franchising the business is to simply share the great work that is currently being done and allow a franchisee to have a positive impact on the lives of those they support as well as employing others to do the same.

As a result of the opportunity, a franchisee can maintain a work/life balance, providing the highest quality care and support services whilst maximising their own earning potential.



WHY WE ARE DIFFERENT

– 10 REASONS YOU SHOULD CONSIDER PARTNERING WITH US

Of course, we know there are other care providers and care agencies operating in the same sector as Cardea Healthcare, but here are some reasons why our customers think we are great:

1

Our constant driver in the business is CARE and our complete dedication to it

2

All our visits are a minimum of 1 hour, meaning we can do more than just make a cup of tea

3

We always offer a personalised service, to meet the individuals' specific needs

4

We provide the right people on time and within budget

5

All our carers undergo thorough screening, including face-to-face interviews, DBS checks, recent references, proof of qualifications and training, and adherence to Skills for Care guidelines.

6

We understand the challenges all parties face in this ever-changing and demanding industry

7

We are dependable - our reliability through high-quality care and recruitment services, along with our commitment to stringent standards

8

We have a manned out of hours service available to all clients and service users, 24 hours a day, 365 days a year

9

We design bespoke care plans for each end user, some of which require full time care, on an ongoing basis that can last for years, so our end users get exactly what they need.

10

We'll show you how to establish and nurture relationships with key personnel in NHS Trusts and Local Authorities to secure care packages efficiently.

WHAT YOU, THE FRANCHISEE, WILL DO

You will be operating and managing the business on a day-to-day basis, employing a team of carers to do the care work for you.

Reputation is key when building the client base with response times and honesty being paramount.

The highlights of your role specifically will be:

- Building relationships with your NHS Trust and Local Authority.
- Establishing and maintaining a team of carers that will do the work to the required standards and live by our values.
- Bidding for and winning tenders and contracts.
- Arranging carers for spot-contracts.
- Growing the business via recommendations and referrals, especially for private client work.
- Providing permanent and temporary staff for care organisations.
- Working in close partnership with Cardea Healthcare Franchise Head Office, to grow together and learn from each other.

You will not have to worry about cash flow in the business as we will introduce you to our factoring partner. We have worked with them for over XX years and by using them you will know that you and your team can get paid at the right time, whilst the clients pay their invoices through their systems.

HOW WE WILL HELP YOU



We are only going to be successful when you are successful, so it's in our best interests to help you as much as we can.

We will:

- Train and guide you on following our systems and processes, and those of the regulators.
- Assist you with getting set up on and communicating with CQC.
- Give you access to our proven technology systems, to make the business smooth to run.
- Help you with tenders and bids and teach you how to sell.
- Assist you with winning spot-contracts, without getting bogged down in frameworks.
- Show you how to write, implement and maintain bespoke care plans.
- Train and support you on recruiting for carers.
- Explain how to best establish, build and maintain fruitful relationships.
- Introduce you to our factoring partner who will manage getting the money paid in.
- Assist you with troubleshooting – it's important to foresee potential issues and deal with them early.
- Offer you ongoing training, whenever you or your team require it.
- Share and advise on the latest health & safety policies, legislation and risk assessments as necessary.
- Work closely with you “on” the business, on a regular basis.
- Set up opportunities to bring Franchisees together to exchange ideas and share best practice.

THE TYPE OF PERSON WE'RE LOOKING FOR

It's vital for the success of the network and the business that we award franchises to the right candidates.

You must be keen to build relationships, recruit and manage carers, focus on success and be prepared to put in the necessary time to make it happen. You MUST be caring in nature.

We will look at:

Your ability to:

Quickly build relationships at all levels (and maintain them).

Communicate brilliantly!

Lead and manage others.

Work with systems.

Listen to advice and instructions.

Be cool under pressure.

Prioritise.

Show initiative.

You should be:

Driven to build a successful, profitable business.

Determined

Focused

Willing to work with a team.

Passionate about what you are doing.

Committed to delivering a high-quality service.

You should possess:

Strong social skills

Commercial skills (understanding the importance of numbers in business).

Attention to detail

A driving licence and willingness to travel

YOUR NEXT STEPS



Your next steps:

Want to learn more about owning and running your own Cardea Healthcare business?

Want to help those in need from your local community to be as independent as they can be?

Want to build and employ a team of carers?

To learn more about this opportunity:

1

Complete our "Expression of Interest Form" on our website or via the QR code

2

Successful applicants will then be invited to a come and meet us, so we can learn more about each other.

3

If there's mutual interest, we'll provide the Franchise Information Memorandum, addressing your questions and providing comprehensive details for your informed decision, including financial insights on startup costs, income potential, and ongoing expenses.

4

Make a deposit payment to acquire the Franchise Legal Agreement, allowing for its comprehensive review and detailed explanation by our experts, ensuring your complete understanding and satisfaction before finalising the agreement

5

Sign the Agreement, pay the balance to schedule in training and get the business set up so you can get going!



GET IN TOUCH

Cardea Healthcare

01895 913 777 

info@cardeahealthcare.co.uk 

www.cardeahealthcare.co.uk 

