SIGNAL HEALTH GROUP
ASSISTED CARE @ HOME

FRANCHISE INFORMATION



www.signalhg.com

SIGNAL
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1-800-953-6183

info@signalhg.com

3753 Howard Hughes Parkway
Suite 200
Las Vegas, NV 89169

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Franchise Overview

- Growing Demand
- Signal Introduction
- Investing In People
- Franchise Models
- Franchise Lifecycle
- Why Signal Health Group
- Internal Support Services
- Contact Information
- Open Discussion





*As reported in Item 19 of the FDD **Home Care Association of America & The Global Coalition on Aging

"The Value of Home Care - 2016"

Growing Healthcare Demand

* Homecare is a **$89B** recession-resistant industry

* **90%** of the elderly population want to remain in their homes as long as possible

* In 2020, **56M** Americans will be 65+ years of age

* **70%** of people will need help with activities of daily living at some point

* Increasing average life expectancy for Americans is now reaching **over 75 years of age**

Introduction

Signal Health Group

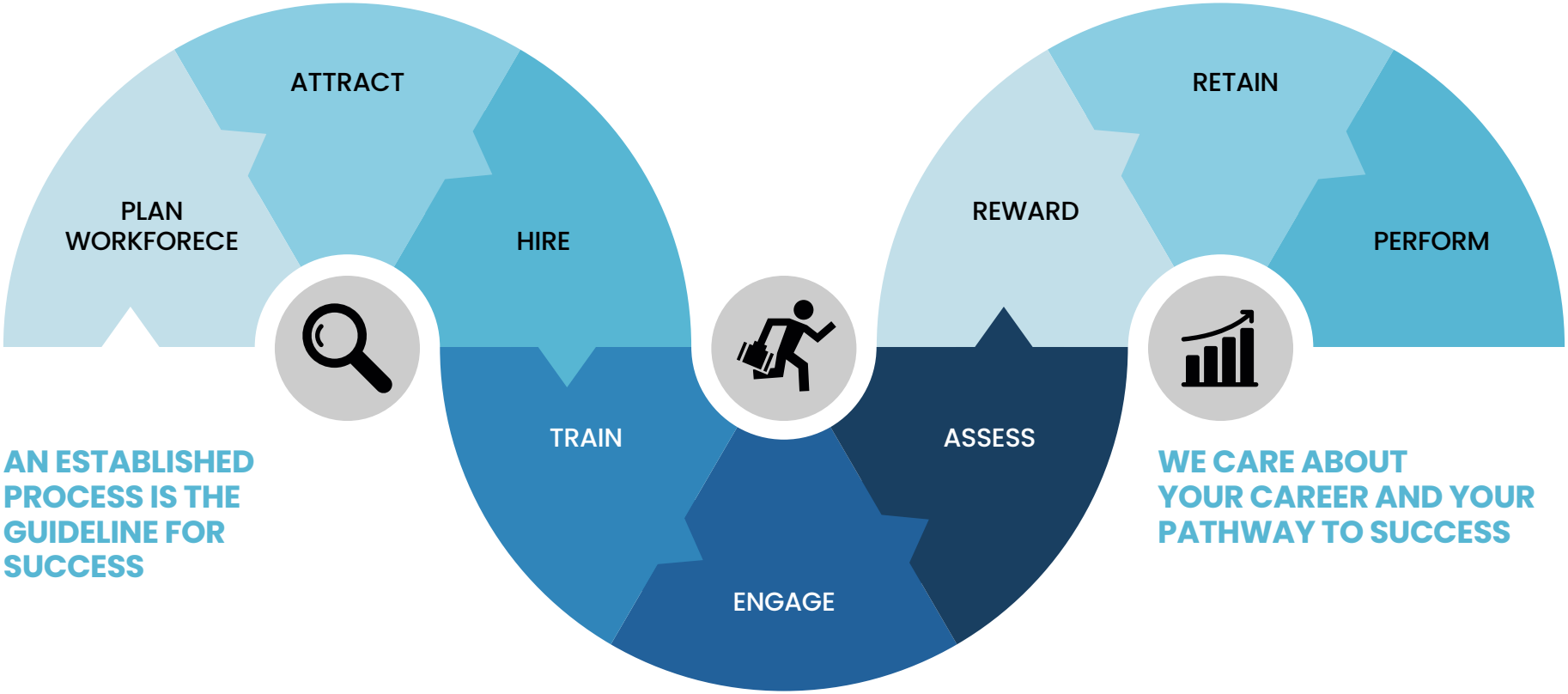


Signal Health Group is a national medical and Non-medical senior care services franchise opportunity ***founded by Hahn March.***

1. **FOUR PROFIT CENTERS**
2. **PREFERRED FAMILY OF FRANCHISE**
3. **COMPREHENSIVE APPROACH**
4. **LEADERSHIP DEVELOPMENT**

Investing In People & Process

At Signal Health Group, we take pride in having the **most qualified and compassionate** care professionals; people who are willing to give more of themselves, care with compassion, and bring a positive attitude to their work.



AN ESTABLISHED PROCESS IS THE GUIDELINE FOR SUCCESS

WE CARE ABOUT YOUR CAREER AND YOUR PATHWAY TO SUCCESS

Become an Owner

Buy a Signal Health Group Franchise!

Signal Health Group

We offer health care and wellness franchise opportunities to investors and start-up business owners. These include medical and non-medical options listed below:

Join The Signal Family



Non-Medical

Designed to help people with daily living activities, such as bathing and meal preparation, so they can stay in the comfort of their home.



Medical

Delivery model to provide comprehensive and continuous medical care to patients in order to obtain maximum health outcomes.



Hospice

Hospice involves a team-oriented approach to expert medical care, pain management, and emotional and spiritual support expressly tailored to the patient's needs and wishes.



Wellness

Wellness and Mental Health program intend to provide outstanding assistance in promoting and improving fitness, nutrition, ready-to-serve meals, and mental health.

Franchise Lifecycle

An assigned Account Relationship Manager will guide you through the seamless process of becoming a Signal Franchisee.

STEP 1

Application:

Submit franchise application and follow steps for the credentialing process

STEP 2

Implementation:

Begin licensing and build-out of your Franchise Policies & Procedures specific for your state

STEP 3

Training and Development:

Overview of processes and preparations for becoming a new home health care Franchise owner

STEP 4

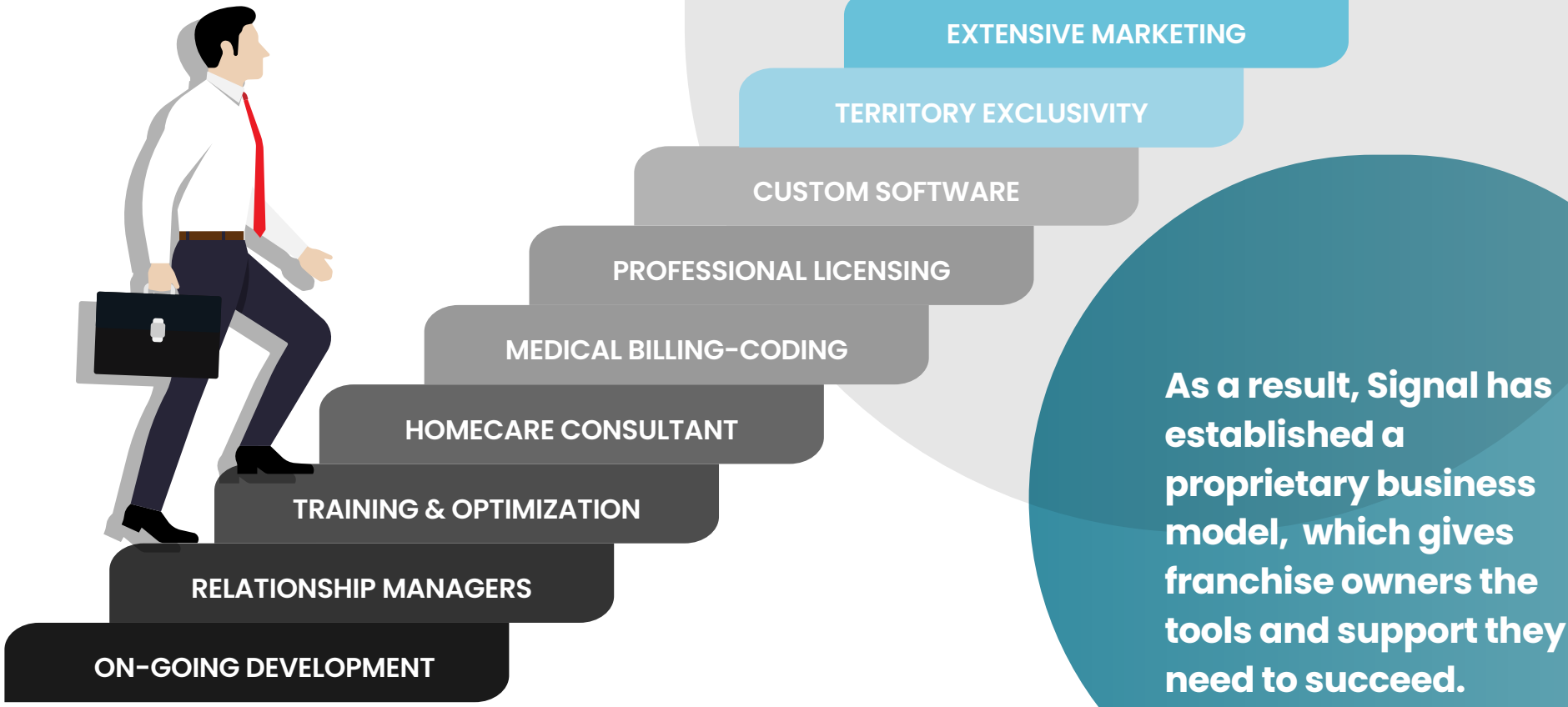
Operations:

Start management of your franchise location and remain in compliance with franchise regulations



Why Signal Health Group

Signal Health Group is committed to the success and development of each and every franchisee.



As a result, Signal has established a proprietary business model, which gives franchise owners the tools and support they need to succeed.

Internal Support Services

Signal Health Group believes that quality support is the foundation for building a successful healthcare franchise.

That's why we've taken everything we know about delivering great healthcare services and developed a comprehensive program to prepare and guide our new franchise owners.

We stand behind our franchisees every step of the way!



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Join the team today

Thank you for your interest in becoming a franchise member of Signal Health Group.

If you have any questions, please do not hesitate to reach out to us.

A Signal representative will contact you within 2-3 business days.

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Franchise Accreditation

New Franchisee **Assessment Criteria**



Do I Qualify?

- Healthcare & Business Experience
- Financial Qualifications
- Personal and Financial Reputation
- Motivation and Commitment
- Culture and Brand Fit
- Implementation Plan
- Growth Mindset
- Professional Reference List

Purpose of Signal Franchise Overview Brochure

Determine if you meet the requirements to be a Signal Health Group Franchise Owner

Healthcare & Business Experience

- Team & Relationship Builder
- Strong Communicator
- Leadership / Management Experience
- Willingness to learn and adopt a proven system
- Self-motivated & Entrepreneurial



Financial Qualifications



$75K to $200K Total Net Worth

$50K to $100K total Liquid Assets

Net Worth and Liquid capital access commensurate with ownership level

(may vary significantly from minimum requirements)

- All franchise applicants will be required to provide proof of net worth during the application process

- Liquid assets are defined as cash or any asset that could be converted to cash within 10 business days

Personal / Financial Reputation

Personal Character & Ethics

1. **No felony convictions. History of litigation, and bankruptcy history.**
2. **Minimum credit score of 650 with listed history of successful business ventures and reputation.**
3. **No negative associations tied to press, media, social accounts. Signal Health is a propriety company that holds itself to a high standard.**

Motivation and Commitment

A level of commitment from all franchise owners

1. **Willingness to guarantee Franchise Agreement obligations**
2. **Time commitment for required training programs (includes working with Signal Leadership Team)**
3. **Hands on management of the day to day operations of the business**

Culture and Brand Fit



Mission

Demonstrating and understanding the corporate mission and vision of the franchise



Decision-Making

Knowledge of key business decisions and understanding where they come from



Team Attitude

Realizing you're a team and not a bunch of individuals

Implementation Plan



Application:

Submit franchise application and go through the credentialing processing



Implementation:

Begin design and buildout of your franchise location based on franchise specifications



Onboarding:

Begin development and training services needed to successfully run and operate your franchise location



Operations:

Start management of your franchise location and remain in compliance with franchise regulations

Growth Mindset

- View challenges as opportunities
- Replace the word "failing" with the word "learning"
- Value the process over the end result
- Cultivate a sense of purpose
- Celebrate growth with others
- Emphasize growth over speed
- Reward actions, not traits
- Redefine "Genius"
- Portray criticism as positive
- Dissociate improvement from failure
- Place effort before talent
- Use the word "yet"
- Learn from other people's mistakes
- Make a new goal for every goal accomplished
- Think realistically about time and effort
- Take ownership over your attitude

Professional Reference List

A list of references that have worked with you in a business function for more than 5 years is required to complete the Signal Health Group credentialing process.

Please note each of your listed references will go through our internal screening process.

