










Business Overview

RE: Home Medical Care with \$800K+ in Sales

Specifications

 Price \$843,000	 Revenue \$863,242	 Cash Flow \$220,189
 Equipment \$59,973	 Down Payment 10%	 Multiplier 3.84
 Location Omaha, Nebraska	 Lease \$1,700	 Reason for Sale Moving to California



SUMMARY OF THE BUSINESS –

With 17 medically certified and experienced caregivers on staff, this business requires no medical background in order to own it. Begun in 2004 and serving Omaha and surrounding communities, this company's mission is to provide professional medical assistance to patients who wish to continue living in at home.

The 4 full-time RNs, 1 full-time LPN and several part-time caregivers provide short and long term assistance, offering skilled nursing care, pain management, dressing changes, meal assistance and more. While employees are generally scheduled between 8am and 8pm, staff is available to provide help 24/7. However, 90% of patients are seen during the day.

This Business is a certified provider for Aetna, BCBS of Nebraska, Medicare, Medicaid, Coventry and

more. Reimbursement from insurance companies is generally between 5 and 20 days. Roughly 90% of patients are under Medicare and Medicaid, with the rest covered by private pay and VA

The current owner is selling in order to move to California, but will provide up to one year in training and support. While she does play a significant role in the business, a new owner would be able to pass some of that responsibility onto the office manager, who is fully trained on the seller's duties. Business has had consistent growth in sales over the past four years with 2016 grossing \$863,242, a 13% increase from 2015 and a 24% increase from 2014.

Growth exists in expanding services into western Iowa and providing non-medical care, such as house cleaning, personal grooming and errand assistance for seniors. Insurance companies continue to contact this business for care, but the current owner has not expanded in order to suit her needs. Hiring and training more staff could easily capture the growing need for the services this company provides.

Business Highlights

- **Year Established:** 2004
- **Location and Service Area:** Omaha, Nebraska
- **Patients:** Seniors, wounded victims going home, anyone needing at-home medical assistance after leaving a hospital
- **Services:** skilled nursing care, dressing changes, ventilator care, daily living needs, and more
- **Patient Coverage:** 75% Medicare, 15% Medicaid, 10% private pay or VA
- **Reason for Selling:** Moving to California
- **Employees:** 17 = 1 Office Manager, 4 FT RNs, 1 FT LPN, 11 PT CNAs; contracted work for speech, physical and occupational therapy
- **Hours:** Mon – Thurs 9am – 5pm, Fri 9am – 4pm; employees generally scheduled from 8am – 8pm
- **Seller Training Period:** Seller is willing to train and transition for up to 1-year post-close
- **Growth Opportunities:** Expanding services into Western Iowa; offering non-medical care
- **Current Owner's Responsibilities:** Overseeing management of staff and operations

Financial Highlights

- **List Price:** \$843,000
- **2016 Gross Sales** of \$863,242
- **2015 Gross Sales** of \$748,798
- **2016 Cash Flow** of \$212,285
- **2015 Cash Flow** of \$221,432

- **24% Profit Margin in 2016**
- **Assets Included in Purchase: \$59,973**
 - **Equipment:** \$29,973
 - **Vehicles:** \$30,000
 - 2 vehicles, both 2012 Honda Civic
 - **Affiliations:** Nebraska Chamber of Commerce, Medicare and Medicaid certified, accredited by Joint Commission on Accreditation of Healthcare Organization
 - **Certified Provider for:** Aetna, BCBS of Nebraska, Centers for Medicare & Medicaid, Coventry, DHHS, Humana, League of Human Dignity, Midlands Choice, United Healthcare
 - **Intangible Assets:** Relationship with several providers along with all usable marketing materials and website content.

Business Overview & Mission Statement

- Begun in 2000 as a staffing agency providing support personnel to various medical facilities around Omaha
- Focus changed in 2004 with the addition of home health services
 - No longer provides medical staffing
- Provides personalized health care meeting the unique needs of the patient and family
 - Short or long term assistance
 - Care available 24/7, 365 days per year
 - Roughly 95% of business is medical care, with companionship services provided only to established clients
- Staff licensed through State of Nebraska, Medicare & Medicaid
 - RN, LPN, CNA

"To provide the customer with health care services for whatever needs they might have while allowing them to remain in the comfort of their own home. We exist to maintain the health and well-being of our customers. When we adhere to this maxim everything else falls into place. Our service will exceed our customers' expectations."

Cash Flow Analysis

Description of Financial Statement	P&L Statement January - December	Tax Return	Tax Return	Tax Return	Tax Return	Notes
	2016	2015	2014	2013	2012	
GROSS SALES	\$863,242	\$748,795	\$655,719	\$593,280	\$568,653	
% Change Over Prev. Year	15.28 %	14.19 %	10.52 %	4.33 %		
Net Income Shown on Financial Statement	\$92,449	\$75,674	\$120,671	\$71,448	\$107,890	
ADDBACKS						
Compensation to Owner	\$48,500	\$45,000	\$54,500	\$53,500	\$39,000	
Other unrelated Salaries	\$28,500	\$31,600	\$35,200	\$30,550	\$14,300	Owner's children - Collins & Kingsley
11% Tax on total W2 Salaries	\$8,470	\$8,426	\$9,867	\$6,660	\$4,323	
BCBS Match	\$9,972	\$10,832	\$6,877	\$0	\$0	Owner's health insurance
Tax & IRA Contributions	\$3,352	\$8,375	\$9,824	\$9,454	\$6,648	Owner's retirement
Depreciation	\$0	\$7,806	\$4,398	\$4,395	\$7,376	Non-cash item
Interest	\$0	\$2,375	\$1,703	\$1,553	\$2,837	Non-onward going expense
Non-Business Telephone	\$3,144	\$3,144	\$3,144	\$3,144	\$3,144	Payments for personal cell phones - \$262/mo
Travel	\$14,491	\$4,660	\$4,467	\$5,539	\$9,233	Personal travel
Auto-Personal Use	\$4,007	\$5,891	\$21,003	\$8,522	\$7,611	Personal auto
Marketing Director	\$0	\$20,185	\$0	\$0	\$0	One-time consultant for 6 months
Rent	\$-600	\$4,126	\$2,699	\$3,767	\$389	Rent at \$1,700/mo (\$20,400/year) for 1,000 sq. ft.
TOTAL ADDBACKS	\$119,836	\$152,420	\$153,682	\$127,084	\$94,861	
Seller's Cash Flow = Total Addbacks + Net Income	\$212,285	\$228,094	\$274,353	\$198,532	\$202,751	
Profit Margin	24.59 %	30.46 %	41.84 %	33.46 %	35.65 %	

- 13% increase in gross sales between 2015 and 2016

- 24% profit margin based on 2016 Cash Flow of \$212,285
 - 2-year average profit margin of 27%

Commitment to Patients

- We employ only highly skilled and trained professionals
- We provide the physician/referral sources with updated patient information on need-to-know basis
- We involve the patients' significant others in developing an appropriate plan of care that promotes dignity, independence and meets the patients' needs
- We inquire about the patient's eligibility and insurance coverage prior to admitting patients to our services
- Our staff will make contact with the patient within 24 hours of referral or less when the situation dictates

Advantages of Home Health Care

- Statistics tell us that overall wellbeing, healing and health is more easily accomplished and more satisfying in familiar surroundings and with the involvement of loved ones
- Home health care is cost effective to the patient, insurance companies, state and federal government
- Care is personalized and adapted to meet the unique needs of the patient and family
- The continuity of care is cared on and monitored after discharge

Services

Although nursing care services are available 24/7, the majority of clients (90%) are seen during the day.

Skilled Nursing Care (24/7)	Home Blood Component Therapy
Home Antibiotic Therapy	Home Antiemetic Therapy (as ordered by a physician)
Home Total Parenteral Nutrition	Lab Draw (as ordered by a physician)
Home Chemotherapy	Physician Updates
Mediport Access	Dressing Changes
Home Hydration Therapy	Wound Vac Care Therapy
Home Pain Management	Home Physical Therapy Services

Patient Daily ADLS/IADL Services	Range of Motion Exercise
Assistance with Ambulation	Assistance with Meals
Minor Meal Preparation	Home Enteral Nutrition
Maternal/Child Services	Ventilator Care
Home Drainage Care/Teaching	Urinary Catheter Insertion/Care and Teaching
Nursing Assessments	

Seller Information

The Seller is very passionate about her business so she spends a great deal of time in it. Seller is a licensed RN, but **a buyer would not need the same medical background since the staff in place have medical training.**

The Seller has assumed the following categories of responsibility:

- Payroll
- Employee hiring and review
- Care plans and client file review
- Financial management
- Certification compliance

The Seller uses the services of a CPA for tax computation/completion. All additional financial activities (including balancing the bank accounts, paying bills, making the monthly/quarterly tax payments) are handled by her. Utilizing a CPA or delegating this responsibility to other staff members for these activities could be considered. Additionally, the office manager is fully trained in the seller's areas of responsibility so **a buyer need not have the same level of involvement in day to day operations.**

Affiliations

- Nebraska Chamber of Commerce
- Medicare Certified
- Medicaid Certified
- Accredited by Joint Commission on Accreditation of Healthcare Organization (JCAHO)
- Business is credentialed by and/or a service provider for:
 - Aetna
 - Blue Cross/Blue Shield of Nebraska

- Centers for Medicare & Medicaid Services
- Coventry Healthcare
- Department of Health & Human Services
- Humana
- Iowa Medicaid & Medicare
- League of Human Dignity
- Midlands Choice
- United Healthcare

To receive a full financial package and specific information regarding this business:

1. Complete the Qualified Buyer Documents (Non-Disclosure Agreement and Buyer Questionnaire) [on our website](#) or print, scan and return the attachments to info@TheFirmB2B.com
2. Call The Firm Business Brokerage at 402.998.5288 to schedule an appointment or conference call with a Broker.

The Firm currently has over 90 cash flowing businesses available. If you find that this is not a fit for you, please let us know and we would be happy to provide you with other opportunities.

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