Keep Safe Care

Affiliate Operations Manual

2024 Edition, Revision 0

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Preface for Manual

The Preface of this manual serves to familiarize the user with all aspects of the 2024 Edition of the Keep Safe Care Affiliate Operations Manual. This Operations Manual covers key components of operating your Affiliate in relevant segments and offers helpful advice and generalizations for success in the personal care services marketplace.

It is the hope of Keep Safe Care Corporation that you will take the lessons inside and incorporate them into your business operation for a greater degree of success with your Affiliate.

The Manual Organization

The organization referred to in this manual is Keep Safe Care Corporation

Keep Safe Care Corporation

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Purpose

The purpose of this manual is to serve as a guide for actual and potential Affiliates to get accustomed the Keep Safe Care proprietary software and Affiliate operations of Keep Safe Care Corporation.

Keeping the Keep Safe Care Affiliate Operations Manual Current

From time to time, there will be updates and even changes to the Keep Safe Care Affiliate Operations Manual. Any respective updates will be delivered to Affiliates in a timely manner. The current edition covers the 2024 Calendar Year. Any changes to this document will be outlined in the Errata section at the end of this document.

Submitting Suggestions to Keep Safe Care Affiliate Corporation

Suggestions and submissions are always welcomed for review by Keep Safe Care. If these suggestions or submissions improve the existing Affiliate model, they will be included in subsequent versions of this operations manual.

Manual Disclaimer

The Keep Safe Care Affiliate Operations Manual is set forth as a model of proprietary business operations in the private duty, private pay personal services caregiving industry and is not wholly responsible for the success of a particular Affiliate operation. Sections are subject to change as the company develops and grows. As changes occur, the corporate office will send instructions to update and maintain this manual and any other associated material, news, or information necessary to improve your Affiliate.

Mission Statement

EMPOWERING CAREGIVERS®

Keep Safe Care is revolutionizing the way private duty agencies deliver care. We are dedicated to disrupting the traditional model where large companies oversee Affiliates and impose ever-growing fees on their operations. We are also passionate about dealing with the persistent problems of caregiver truancy and turnover in the private duty caregiving sector. Our goal is to reduce or eliminate these chronic caregiver problems by empowering caregivers and those who are receiving care. Part of the solution is ensuring caregivers in our system earn a higher standard wage while keeping our rates below what most agencies charge. We can do this because we use technology to reduce operating costs by 20% to 25% below traditional private duty agencies and pass those savings onto our clients and caregivers: making it a win-win for everyone.

We take care of our caregivers, so they take better care of you®

This statement is another trademark which highlights ultimately what each Affiliate owner really does. In solving the chronic and persistent issues with caregivers in our space, Keep Safe Care has essentially reduced both truancy and turnover to the lowest in the industry and relieves the need for a large staff to manage recruit, curate, manage and pay caregivers.

Welcome Letter from the Founder

To our valued Affiliate Partners,

Welcome to the future of caregiving in America. Not only is our mission and goal to substantially increase the pay of caregivers across the United States, but at the same time offer a vehicle for individuals who want to participate in the private duty space, but do not have the $100K in capital to do so. Our **Private-Duty-in-a-Box®** software licensing model is going to revolutionize how quickly and effectively we can expand this concept across the country.

Not only are we creating a network of Affiliates, we are also changing the relationship between owners and caregivers. No longer are caregivers just seen as a disposable commodity, but now will be seen as an asset to help your Affiliate grow and be profitable. All at the same time, increasing caregivers pay while maintain costs low.

While I cannot predict the future, I can say that this is what is needed in the Personal Care Services space, and I am so glad you have decided to join this quest to make it happen.

Warmly,

Jeffrey Fry

Keep Safe Care Corporation Biographies

President and Chief Executive Officer: Jeffrey Fry

Jeffrey Fry has over thirty (30) years of work experience beginning in the high-tech industry, and over the last 20 years, helping more than two dozen startups initiate, develop, and market their products and services. Mr. Fry is a huge advocate of personal empowerment, and during these past 20 years, has helped numerous individuals achieve their dreams of success both personally and financially.

Mr. Fry is the originator behind his most recent startup, Keep Safe Care. It came about when he needed to find in-home care for his mother, Gladys, who lived in Virginia, after the death of his brother. At the time, Mr. Fry was living in Austin, Texas. The experience was less than ideal and often left his mother without care. When he moved his mother to Texas, as she was experiencing the onset of dementia, he found that private duty agencies were taking more than 65% of the hourly rate being charged and giving the caregivers barely over minimum wage. He felt that this is wrong in so many ways and that there had to be a fundamental change in the caregiving industry business practices. At that time, he promised to his now departed mother, that to honor her, he would develop a way to increase caregivers' salaries without costing clients more money. Shortly after his mother passed in early 2014 and completing the work with his previous startup, Mr. Fry then started his journey into the private duty arena in November 2014.

In addition to being a co-founder of Keep Safe Care, Mr. Fry founded or co-founded 8 other startup and operates Firefly Funds, an investment company. Mr. Fry received his BS in Electrical Engineering from Lafayette College and attended St. Edwards University as part of his Masters of Business Administration studies. This is Mr. Fry's first foray into franchising.

Chief Information Officer and Treasurer: Stacey Berlow

Stacey Berlow, is a certified project manager (PMP) with over 30 years of business and management experience. She is a creative and critical thinker, applying pragmatic solutions to hard problems. The use of technology is a key aspect of Keep Safe Care Corp's success, and building a software system that reduced operational overhead costs that is extensible, sustainable, and user-friendly has been Ms. Berlow's mission and a primary requirement for Keep Safe Care's software system.

Ms. Berlow has been working in the tech industry building software applications and providing change management services for over 20 years through her company Project Balance, LLC. Project Balance is a women-owned company that specializes in web applications and data warehousing, with a focus on building well-engineered solutions that work out of the box.

In 2016, Project Balance invested in Keep Safe Care Corp, building the first version of the software (keepsafecaredirect.com) which provides a marketplace where Careseekers can find, connect and hire caregivers directly. In the interim years, software system has been greatly enhanced to include caregiver recruitment for organizations and for Keep Safe Care licenses. Ms. Berlow is responsible for overseeing all aspects of the software develop as well as the daily financial aspects of the company.

Ms. Berlow holds a Master of Science degree in Industrial Engineering and Operations Research from Columbia University, a Master of Science degree in Engineering from Cornell University, and a Bachelor of Science degree from the University of British Columbia.

Keep Safe Care History, Evolution and Disruption

The current caregiving market in America, by Jeffrey Fry

First, I need to set the stage for the private duty, private pay in-home care services marketplace. In the US, Private Duty / Private Pay Home Health Care is a 125 billion-dollar per-year industry, with 8.1 million people hiring a private duty agency and receiving on average 20 hours per week of care at a rate of $27 per hour. In addition, the fastest growing segment of this industry is Franchise sales. At present, Franchises represent only 15% of the private duty market share, but that has doubled in the last five years and is expected to reach 30% in the next five years. Even with this explosive growth, the private duty industry has two pervasive and chronic problems: Truancy (where a caregiver does not show up on a scheduled day), which stands at 25% on any one day; and turnover, which has reached a historic high of 83%, according to the 2020 Home Care Benchmarking Study by market research and education firm Home Care Pulse. There is a myriad of reasons for why both of these issues persist which I highlight below.

Another factor pushing the private duty industry is the fact that 64,000 Americans are retiring everyday (4 million per year) and that will continue for the next 20 years as the baby-boomers continue to turn 65. In addition, life expectancy has increased from 67 years to 83 years over the past 50 years, adding an increased demand for caregiving, with an expected increase of 1.7 million people needing care per year. Forecasts estimate that as early as 2050, one quarter of the US population will be over 65 years of age, creating a silver-tsunami. Add to the fact that due to the dramatic increase in costs of assisted living and retirement communities, more and more people are seeing aging-in-place as the most affordable option when taking care of their aging parents.

What happened before Keep Safe Care and why we started Well Beyond Care

With all these demographics in play, why did we start Well Beyond Care? First, it was because I had to take care of my late mother. After doing so, I saw that there was a pressing need to disintermediate the private duty space due in part to the depressed salaries caregivers receive and the huge markup private duty agencies can charge clients. As of 2016 a personal health aide made $8.25 per hour, and clients are charged $25 per hour with a minimum of 20 hours of care per week on average. Of course, in more expense areas like San Francisco and New York City, the caregiver wage approaches $15 per hour, but then again, clients are charged $35 to $45 per hour for care by private duty agencies. In all locals across the US, Well Beyond Care was able to not only increase wages for caregivers by 25% to 40%, but also save families purchasing care between $10,000 to $30,000 per year in care costs.

Phase 1: Direct to consumers

In our first rendition of the company, we partnered with two private duty agencies (which were Franchisees in Austin) and developed software that was able to reduce their overhead costs by 50% and almost double their capacity to recruit and retain caregivers. At this point, we thought that one of these two franchisors would welcome this new service, but incredibly, both told us that they were under contracts from other software vendors and could not bring in any new vendors in to compete. While the door was shut to us partnering with large private duty agencies, we still knew that partnership with other groups, such as non-profits, assisted living facilities, and skilled nursing facilities would be a possibility, but we first had to prove our software was robust and reliable prior to delving into those partnerships.

With these developments, we had to go another route, and that was direct to consumers. This was our first line of attack for finding paying customers. We knew this would be a riskier venture as our target audience was older, less computer savvy, and weary of hiring individuals through a new internet service. Still, in order to get to the next phase of this process, we had to prove that 1) our software was a robust and integrated system; 2) that we could indeed attract caregivers into our system; 3) that when a caregiving match was made, that we could manage all the hiring, contracting, messaging, scheduling, billing, and payroll requirements; and 4) that we could scale on a nation-wide level. We also needed to prove that our careseeker-caregiver matching process and the ability for caregiver administrators such as adult children not living in the same location as loved ones, combined with nurse curators to guide users, would provide the basis of a successful business.

Since launching Well Beyond Care site in February 2018, over the next four years, the company had on-boarded over 80,000 caregivers and 8,250 careseekers into its system scattered throughout 50 States and in over 500 cities, and had proven that the minimal viable product of its software was robust and could scale. While these numbers are somewhat impressive, we knew in order to grow rapidly and reach a critical mass to make it profitable, the company would either have to spend tens of millions on advertising, partner with some caregiving organizations, or develop a better way to add paying careseekers, and therefore revenues, into the system. As John Wannamaker once said, “I know half of my advertising is wasted, I just do not know which half,” and we felt that raising money to just advertise would not be the best use of funds. As such, since Well Beyond Care could not sustain itself as a standalone business, the decision was made to close the Company in March of 2022 and focus instead on Keep Safe Care, which is the private duty option exclusively while still utilizing the caregiving recruitment developed for Well Beyond Care with the purchase of its software. It was at this point that Well Beyond Care was acquired by Keep Safe Care and rebranded to Keep Safe Care Direct and a pivot was made to expand into recruitment and affiliate licensing.

Phase 2: Caregiver recruitment for Organizations

Quickly after this acquisition and with the plethora of caregivers in its system, Keep Safe Care Direct launched its Caregiver Recruitment and Curation Service as a more cost-effective offering than Indeed, Glassdoor or ZipRecruiter. This platform is configured for the needs of organizations such as non-profit caregiving agencies, assisted living facilities (ALFs), skilled nursing facilities (SNFs), rehab facilities, long-term care, hospitals, private duty agencies or any other organization or entity that hire caregivers either full-time or part-time. It is also the only platform focused exclusively on hourly caregivers.

Phase 3: The Non-Franchise Franchise model: Licensing

Keep Safe Care is in a strong position to offer a disruptive solution addressing the private duty Affiliate market. The private duty industry is ripe for disruption in how services are delivered, and there is a need to improve the cost inefficiencies in running an agency. Our next step in managing clients was creating a low startup cost Keep Safe Care Affiliate Licensing program which we call the **Ultra-Lite Franchise®**.

First, a Keep Safe Care **Ultra-Lite Franchise®** Affiliate license will cost significantly less than purchasing a traditional Franchise. The traditional franchising model presently involves paying a Franchise fee of between $50,000 and $125,000 per location, and a monthly royalty of between 4% to 6% of gross revenues, along with additional advertising fees assessed at between 2% to 4% of a Franchise's gross revenues. Across the 97 private duty franchisors in the US, these fees are 8% of gross revenues on average. As an alternative, the Keep Safe Care model sells a software license for $5,0000 and location license between $5,000 and $20,000; and then charges a small monthly fee of $1,000 to $3,500 based on the size of a Affiliate's 30-day census. Essentially, a Keep Safe Care licensee receives the same service as any other franchisor, but with substantially lower startup costs and lower recurring royalty payments. In addition to reducing costs associated with purchasing a private duty agency, operational cost savings generated by using the Keep Safe Care **Private-Duty-in-a-Box®** online software. Affiliates will be able to differentiate themselves in the marketplace by paying their caregivers more (we call it **The 2/3 Rule®**), matching client's needs with caregiver's abilities and location, and operating a private duty agency with one-half the overhead of a traditional Franchised agency. On top of that, these Affiliates will be able to operate with fewer employees and can make 25% to 50% more in profits in comparison with traditional Franchises. The number one difficulty in running a private duty agency: caregiver recruitment, curation, management, scheduling, and payroll, will be offloaded and automated by the Keep Safe Care Direct software. This will allow Keep Safe Care Affiliates to focus more on marketing for new clients and less on chasing caregivers.

Putting it altogether

How can Keep Safe Care disrupt an industry? We looked at the whole infrastructure in private duty care and created a system that addresses and rectifies the major issues in this industry. We have reduced truancy and turnover to levels approaching 1%. In addition, we have discovered how to more effectively and efficiently run a private duty agency, adding capacity while lowering overhead costs. Together, these factors play into our three-pronged approach. When we go direct to consumers, we save families $10K and $30K per year in caregiving costs. When we manage caregivers for caregiving organizations, we lower costs and add capacity. When we go head-to-head with private duty Franchises through licensing our software via our **Ultra-Lite Franchise®** model, we provide the tools people need to start their own agency at a fraction of the cost of the existing franchising model and improve caregiver salaries by $5 to $8 per hour.

While in the short term, Keep Safe Care licensing via our **Ultra-Lite Franchise®** model will most likely be our growth engine in adding revenues, in the long term, we expect a larger amount of people will use Keep Safe Care Direct as do-it-yourself consumers, allowing them to find and receive better care at a much more affordable price. Between Keep Safe Care and Keep Safe Care Direct, our goal is to own 50% to 70% of the non-clinical caregiving industry with this disruptive new technology and methodology.

Services Provided to the Keep Safe Care Affiliate

At Keep Safe Care we look at services as any process, either formal or informal, that shapes the potential of our unique personal care services software model known as **Private-Duty-in-a-Box®**. Keep Safe Care is dedicated to providing continuous education and resources as a conscious effort to impart the skills and values that are essential for you succeeding with your Keep Safe Care Affiliate Personal Care Services Agency.

Keep Safe Care will provide you with initial training before you open your Affiliate. The Affiliate owner(s) will be required to complete detailed online training classes that cover using the software, understanding our branding message, and understanding the methodologies for recruiting new clients, hiring, and managing caregivers, onboarding clientele, and maintaining good customer relations.

Even if you are familiar with business practices or have ever managed a personal care services business, you may not understand the “ins and outs” of our unique approach to treating caregivers and how this increases your chances of success.

One of the most important factors for your success is education. We provide you with formal and informal training to help you build a solid Keep Safe Care Affiliate. It is important to know the industry and business you are going to manage. Keep Safe Care is dedicated to your continued success. To that end, we offer ongoing education, training, and access to information relevant to the in-home caregiving marketplace.

Responsibilities of the Keep Safe Care Affiliate

Each Keep Safe Care Affiliate is independently owned and operated. Each Affiliate is responsible for upholding local, state and federal laws and regulations. The corporate office is not responsible for the operation of individual Affiliates.

This manual includes references to certain regulatory requirements that may affect individual Affiliates. While this information is provided to assist in the management and implementation of the services Keep Safe Care offers, it does **NOT** provide complete information regarding federal, state and local tax, employment or other regulatory requirements. Affiliates are required to consult with an attorney to ensure that the Affiliate operates in full compliance with all federal, state, and local laws and regulations.

Each Affiliate recognizes that this manual is not intended for legal purposes, and that he or she, is responsible for compliance with all federal, state and local regulations governing operations, including (but not limited to) taxes, employment and OSHA compliance.

Visits From the Corporate Office

From time to time, visits from the Corporate Office of Keep Safe Care Corp may be required to assess operations, profitability or to address a particular concern of the Affiliate; or just to reestablish relationships with Affiliate owners. Each time a corporate visit is required, the Keep Safe Care Affiliate will be notified in advance.

PRE-LAUNCH PROCEDURES

Introduction

Starting and managing a Keep Safe Care Affiliate personal care services agency requires motivation, dedication, and skill, along with careful planning and execution. Success hinges on thorough and effective planning from the very beginning. The startup phase is crucial for laying a solid operational foundation.

This section is designed to be a roadmap for launching your Keep Safe Care Affiliate. Typically, this roadmap includes key steps such as registering your Affiliate, opening a bank account, acquiring clients, and recruiting caregivers. The Keep Safe Care business model is structured to offer significant opportunities without excessive startup costs, allowing Affiliates to achieve profitability quickly by efficiently growing their caregiving hours.

Pre-Commencement Checklist

The dedication and drive of a successful Affiliate are crucial. A shared vision of business success and personal growth aligns seamlessly with Keep Safe Care's vision for expansion and achievement. Use the checklist below to help you develop your Affiliate.

Establish a Business Entity

A business entity is an individual, association, or organization that engages in economic activities. A structured business entity allows Affiliates to separate personal and business finances. One or more persons may own a business. Businesses are classified according to who owns them and the specific way they are organized. Three types of ownership structures are (1) Sole Proprietorship (2) Partnership and (3) Corporation. Within these three entity structures are an array of organizational forms in which you can operate your business. Legal advice is highly recommended.

- General Partnership
- Limited Partnership
- Limited Liability Partnership
- Limited Liability Company (LLC)
- Several Types of Corporations ("S" and "C" Corporations for example)
-

We require all Affiliates to form as a Corporation. A Corporation is formal legal entity, formed by filing articles of organization and various registrations, as well as paying fees to the appropriate state agencies. In addition, sound business planning dictates that a buy-sell agreement or shareholder agreement are entered into as well, even where the law does not require it.

[All of the following sections will be discussed later and in detail in this operations manual]

- Setting up bank accounts
- Procure EIN and Tax ID numbers
- Procure insurance
- Keep Safe Care Affiliate Training
- Care Ambassador Hiring
- Acquiring Clients
- Onboarding Clients
- Caregiving Hiring

Building Out Your Territory

In purchasing your Keep Safe Care License, you, the Affiliate, were given an associated territory of protected zip codes to offer your personal care services. While these protected zip codes are your base of operations, you are allowed to operate in any area that does not have a protected zip code, as well in other Affiliate's protected areas upon compensation of that Affiliate for acquiring clients in their protected areas. Please see the Software License and Affiliate Agreement you signed for details.

Required List of Printed Materials, Supplies, and Other Items

The following is a list of supplies, inventory, and other supplies necessary to commence operations of your Keep Safe Care Affiliate. Some printed materials may be specific to your particular location due to physical address, license number, phone numbers and email address.

Printed Materials

All printed materials can be acquired through UPrinting.com. Many of these items will include your Affiliate information and will need to be supplied to you.

- Business Cards with the individual's picture, Affiliate address, phone number, and email address.
- Keep Safe Care Information Brochures (trifolds)
- Keep Safe Care Sticker Labels for folders and bags
- Label to affix to dry erase magnet
- Stationary with Affiliate Contact and Address Information
- Envelopes with Affiliate Address and License # Information
- Veteran's Aid and Attendance Post Cards
- Keep Safe Care Transport Post Cards
- Keep Safe Care Homemaker Post Cards

Supplies & Giveaways

Keep Safe Care Corporation has already developed relationships with manufacturers of the following supplies and giveaways. Please contact corporate for ordering information.

- Pen lights with carabiner
- Metal Ink Pens with Logo
- Two-tone coffee mug with logos both sides
- Magnetic dry board with pen (printed label on top)

These supplies can be purchased directly by the Affiliate.

- Avery Folders: Black and Blue
- White paper bags
- Laser Printer & Scanner. Scanner is necessary to digitize your caregiver intake information.

Embroidered Shirts, Scrubs, and Engraved Badges

Our embroider is Bat City Awards out of Austin, Texas. If you have less than 10 items embroidered at a time, they do charge a $20 processing fee.

- White Polo Shirts for Caregivers

You will initially order a variety of sizes to stock for your caregivers. Give them to them only after they have demonstrated they will be reliable long-term caregivers for you.

- Scrubs
- Caps
- Other items (back packs, towels, shirts, etc.)
- Engraved Name Badges

Establishing Credentials with Insurance Companies

Your Keep Safe Care Affiliate will have to comply with all the numerous local, state, and federal regulations. Avoid the temptation to ignore regulatory details. Doing so may avert some red tape in the short term, but could be an obstacle as your Affiliate grows. Taking the time to research the applicable regulations is as important as knowing your market.

Below is a list of common requirements that may affect Keep Safe Care, but it is by no means exhaustive. Being out of compliance could leave you unprotected legally, leading to expensive penalties, and jeopardizing your business.

Business Licenses

There are many types of licenses. In most cases, if you operate a personal care services agency in any State, you will need to obtain a license from the State's Department of Health and Human Services. In addition, as a corporation, you will also have to register with the Secretary of State for your organization.

Business Insurance

Business insurance protects the contents of your business against fire, theft, and other losses. It is prudent for any business to purchase a number of basic types of insurance. While the law requires specific coverage, other forms of coverage may fit your needs as well. Work with an insurance agent with a firm understanding of your business. Explain your operations in detail to ensure you are purchasing the appropriate coverage. Always compare proposals to get the best coverage at the best price. The types of insurance listed below are among the most commonly used and are merely a starting point for evaluating the needs of your business.

Liability Insurance

Businesses may incur various forms of liability when conducting their normal activities. One of the most common types is product liability, which may be incurred when a customer suffers harm from using the business product. There are many types of liabilities related to our specific industry, and laws are constantly changing. Specific liability insurance needs can be determined by your insurance professional.

Property

There are many different types of property insurance and levels of coverage available. It is important to determine the property you need to insure for the continuation of business, and the level of insurance needed in the event you must replace or rebuild. Understand the terms of the insurance, including any limitations.

“Key Man”

If you or any other individual are critical to the operation of the business and it cannot continue in the event of illness or death, consider “key man” insurance. Banks or government loan programs frequently require this type of policy. It also can be used to provide continuity in operations during a period of ownership transition caused by the death or incapacitation of an owner or other “key” employee.

Automobile

A vehicle owned by your business must be insured for both liability and replacement purposes. What is less obvious is that you may need special insurance (called “non-owned automobile coverage”) if you use your personal vehicle for company business. This policy covers the business’ liability for any damage that may result from business use.

Office and Director

Under some circumstances, officers and directors of a corporation may be personally liable for their actions on behalf of the company. This type of policy covers this liability.

Home Office

As you are establishing an office in your home, it is a good idea to contact your homeowners’ insurance company to update your policy to include coverage for office equipment. If employees are using your home office, they will need to be covered for injury and liability. This coverage is not automatically included in a standard policy.

Setting Up Bank Accounts/Meeting Tax Obligations

As a Keep Safe Care Affiliate, you will need to establish control over day-to-day cash management activities. The first step is to start a working relationship with a financial institution that provides a wide range of business banking services. Work closely with an established banker to determine the types of bank accounts your Keep Safe Care business will need. Be aware that "free checking" is often accompanied by higher and more numerous fees for other services.

Setting up a business bank account can be easy. Start by selecting a small, business-friendly bank to establish a relationship with. Call to arrange an appointment to review options and open an account. You will need:

- Personal identification (driver's license, or valid passport)
- Business name registration papers (Secretary of State Registration and Tax ID number)

The next step is to deposit funds into the new account. If your credit is sound, ask the bank to attach a line of credit to your account, which can prove very useful when making purchases for the business or to cover overhead during slow sales periods until business increases. Ask about a credit card merchant account, debit account, and other small business services. All accounts should begin with "Keep Safe Care."

Tax Information

Business owners are required by law to withhold the following from the wages paid to employees: federal income taxes, state income taxes and FICA (Social Security) Insurance. The federal and state governments will also levy income taxes on earnings of any business. Therefore, each business must file an income tax return with both agencies. Businesses may be required to file estimated tax returns and pay estimated taxes on a quarterlybasis.

Sales Tax Number

In your state there is a percent sales and use tax which applies to the retail purchase, retail site,rental, storage, use or consumption of tangible personal property and certain services. In other words, sales tax must be collected on just about every tangible item sold. A sales tax number is required for each business before opening. The number, plus instructions for collection, reporting and remitting the money to the state on a monthly basis, is available through your state revenue service.

Unemployment Insurance Tax

Businesses are required by the state to pay unemployment insurance tax if the company has one or more employees for 20 weeks in a calendar year, or it has paid gross wages of $1,500 or more in a calendar year. The taxes are payable at a rate of 2.7 percent on the first $8,500 of annual wages of an employee. Unemployment insurance must be reported and returns made to the state.

ADMINISTRATIVE PROCEDURES

Introduction

Keep Safe Care Corporation has a specific way of doing business concerning client acquisition and caregiver recruitment; however, that may not have any bearing on how you may operate your individual Affiliate.

The following are some guidelines for establishing a set of administrative procedures to help you be a successful Affiliate.

Private-Duty-in-a-Box® Platform

Private-Duty-in-a-Box® Platform is the online application you will utilize to run the operations of your Affiliate, and you will be trained on how use all the various aspects of this platform. Reference materials and instructions on how to use the platform after your training will also be available on line. A summary of the functionality is listed below.

This **Private-Duty-in-a-Box®** Platform allows you to track client intake through the entire engagement process up to the hiring and matching with caregivers through your Client Relationship Management (CRM) portal. This tool will be critical in managing your census and matching with caregivers.

In addition, this platform also will allow your Affiliate to access an ever-increasing number of caregivers for you to review, connect with, interview and possibly hire in order to service your clientele. You will not have to post jobs on job boards.

After hiring a caregiver, this platform will also do the billing of your clients and payment of salaries for your caregivers and staff generating pay stubs and accounting records of billings and payments. All of the credit card billing and pay roll is handled by our payment processor Stripe.

Reports including pay roll, tax liabilities, billing revenue, and profits are generated in spreadsheet on a weekly basis and can be accessed and manipulated to be added to QuickBooks.

The **Private-Duty-in-a-Box®** Platform will also allow you to add and manage team members involved in the operations of your agency, including roles and levels of administrative access.

Finally, this platform will keep track of all the billings and payments of fees to Keep Safe Care Corporation.

Pricing Structure and Gross Margins

To reiterate, Keep Safe Care's mission is to substantially increase the wages of caregivers by eliminating much of the inefficiencies and overhead in running a private duty agency. Because we have accomplished this with our **Private-Duty-in-a-Box®** Platform, we have codified and been able to implement **The 2/3s Rule®**, which means that whatever an Affiliate charges its client, that the caregiver will be paid at least two-thirds of that rate. This also includes the trip fee of $5 to $10 per trip.

Implementing **The 2/3s Rule®** helps in resolving the two biggest problems in private duty, turnover and truancy. Industry-wide, truancy stands at 25% and turnover at 83% in 2023. With our pricing structure, in combination with other changes involving caregivers, have reduced these to under 1% and 5% respectively.

When pricing your services, your gross margins for caregiving should be between $6 per hour to $7.50 per hour. To maintain this margin, you should be adding $9 to $12 per hour to the wage rate of your caregiver to what you charge your clients. In the worst case, if you are charging a client $27 per hour, and paying your caregiver $18 per hour (2/3s), your gross margin will be $6.33 after accounting for payroll taxes and operating costs as outlined in the illustration below. In high volume instances, you might take a slightly lower margin if your weekly hours are over 40 for the client in question.

KEEP SAFE CARE

KEEP SAFE CARE WAGE / COST CALCULATOR

Hours Per Week	**20**	Number of hours per week care is needed
Salary of Caregiver	**$18.00**	What KCS is Paying Caregiver **(CNA: $18-$25, PCA: $17-$19, Comp: $16-$18)**
Rate to Client	**$28.00**	What KSC is Charging Client per hour
Hourly Profit to KSC	**$6.33**	Profit Per hour (want to stay above $5.00/hr)
Weekly Profit to KSC	**$126.60**	Weekly Profit (want to stay above $100 per week)
Weekly Charge to Client	**$560.00**	Weekly Credit Card Charge (hours x rate)

In many cases, the level of caregiving will require the expertise of a Certified Nursing Assistance (CNA) and therefore will command a higher per hourly wage and in effect you can charge a higher hourly fee, anywhere from $30 to $45 per hour depending on the frequency and weekly use of the caregiver.

Below is a table of client rates versus wages. Depending where you are in the country, you might be charging a lower rate of $21 to $24 per hour. Using **The 2/3s Rule®** you will see that the wages go from $14 to $16 per hour. You can augment those wages with a $10 trip fee, which for a visit of only four (4) hours would increase the rate by $2.50.

Client Rate	Wage/hr	Margin	Profit
$21.00	$14.00	$5.00	$4.46
$22.00	$15.00	$5.00	$4.46
$23.00	$15.00	$6.00	$5.39
$24.00	$16.00	$6.00	$5.39
$25.00	$17.00	$6.00	$5.39
$26.00	$17.00	$7.00	$6.31
$27.00	$18.00	$7.00	$6.31
$28.00	$19.00	$7.00	$6.31
$29.00	$19.00	$8.00	$7.24
$30.00	$20.00	$8.00	$7.24
$31.00	$21.00	$8.00	$7.24
$32.00	$21.00	$9.00	$8.16
$33.00	$22.00	$9.00	$8.16
$34.00	$23.00	$9.00	$8.16
$35.00	$23.00	$10.00	$9.08
$40.00	$27.00	$11.00	$10.01
$50.00	$33.00	$15.00	$13.70

Ultimately, you do not want to charge clients under $27 per hour while paying your caregiver $18 per hour. This gives you a profit margin of $6.31 per hour (accounting for SSI and FICA and Keep Safe Care Direct fees). Ultimately, you will be able to determine what is comparable rate to be charging for the services you offer. Remember**, YOU DO NOT NEED TO DISCOUTN YOUR RATES**, due in a large part to **The 2/3s Rule®** and how much your caregivers are being paid. This higher rate of pay severely reduces truancy and turnover so that there is no more **CAROUSELLE OF CAREGIVERS**.

Additional Services

Keep Safe Care Corporation offers an array of services to all Affiliates for the purpose of making each individual business a success. They include, but are not limited to support in the following areas:

- How to market to Home Health Agencies and Hospice
- Using Social Media sites
- Promotions and promotional materials
- Best practices in hiring and retaining caregivers
- How to price your services (see Excel Pricing spreadsheet)

Generating Reports – Weekly, Monthly, Yearly

As part of our integrated platform, your Affiliate will be able to generate revenue, profit and loss, and payroll reports for your own recordkeeping, as well as to track census growth progress. These reports will include the ability to perform downloads that you can integrate into QuickBooks®. Keep Safe Care Corporation will also be able to generate sales and census reports to assess the viability of your Affiliate.

All Keep Safe Care Affiliates will be able to generate weekly and monthly sales reports that can help you assess your performance to census and growth goals you have set out per month, quarter, and year.

Keep Safe Care Corporation will always be available to review these reports/numbers with you to assist your client acquisition and networking efforts and goals.

Using Designated and Approved Sources of Supply

Whenever applicable, please notify Keep Safe Care Corporation if your intention is to order trademarked Keep Safe Care Products.

While as a local Affiliate you may have a specific vendor in mind, Keep Safe Care Corp. must always be in the position to ascertain whether or not materials and production meet our brand standards. Please defer to corporate for the approval process prior to moving forward.

Royalty Payments

As per the Affiliate Use Agreement with Keep Safe Care Corporation, there are no royalty payments associated with operating an Affiliate.

Periodic Payments and Fees

There are only two other fees that are required to operate a Keep Safe Care Affiliate. A monthly platform usage fee based on the size of your caregiving census, and a $2 per hour fee for care delivered within your census. This $2 per hour fee is also part of the cost of recruiting caregivers and management of the licensee's back office. There is also a $5 per pay stub fee. So, if you have a census of say 550 hours per week, at an average hourly rate of $28 per hour, your weekly revenues would be $15,400. Your $2 per hour fee would be $1,100.

A census is the weekly hours of care you deliver, and an Affiliate's census is measured both on a weekly basis and a 30-day rolling average. As an example, if you have 10 clients and you are delivering 220 hours of care per week, your census is 220 hours. Your caregiver recruitment, curation, management, and payroll fee for a 220-hour census would be $440 per week.

The rolling 30-day average takes the last four (4) weeks census and multiplies this sum by 1.08333 to account for the 2 to 3 extra days per month. As an example, here are four months of census hours totaling 740 hours: Month 1: 125 hours; Month 2: 175 hours; Month 3: 230 hours; Month 4: 210 hours. The 30-day rolling average would be calculated to be 802 hours (740 hours x 1.08333).

This calculation is important as we base our software usage fee on the 30-day Rolling Average Census (RAC). The software fees are below and are determined every first day of the month starting the first of January. As a result, there are 12 payments per year. Note: If you are operating more than one Affiliate location, each location will have a discounted RAC.

RAC under 2,000 hours	RAC greater than 2,000 hours but less than 5,000 hours	RAC greater than 5,000 hours
$1,000	**$2,500**	**$3,500**

PERSONNEL

Introduction

Caregiver relations are the most difficult part of the job, and the most rewarding. Unlike products or systems, caregivers are human and can be inconsistent or unpredictable. Many personnel problems begin with a caregiver's lack of understanding of the client's need and their responsibilities as a caregiver. Your caregivers and employees are the public face of your business—how they treat people directly affects your bottom line.

It is essential that you provide a sound introduction to Keep Safe Care's culture to any new caregiver you hire. This chapter introduces a variety of employee-related issues, and provides details of the successful procedures Keep Safe Care has developed and learned over time. This chapter is your complete guide to working with and managing your most important business resource: caregivers.

Remember, we need caregivers more than they will ever need us. Without good, reliable caregivers, your Affiliate will fail.

Wage and Labor Laws

According to the Equal Employment Opportunity Commission (EEOC), it is each Affiliate's responsibility to provide fair and equal opportunities to all applicants and employees; and equal access to jobs, pay. or career advancement regardless of class, group, sex, race, color, religion, national origin, disability, or age. You must provide a hostile-free work environment where no form of harassment is tolerated.

The information in this section is designed to provide a general overview of responsibilities and is not comprehensive or guaranteed to comply with every local, state, or federal law or regulation. This section also does not cover all legal matters, which should first be discussed with an attorney.

Each Keep Safe Care Affiliate must adhere to all local, state, and federal laws. Affiliates and managers are responsible for the employees' adherence to these laws. Keep Safe Care Corporate recommends teaching all employees how to ensure compliance with such laws and to create a positive working environment.

Federal, state, and local governments each have various requirements that must be followed to remain in compliance with employment laws. Although this section discusses some employment requirements, check with an attorney for advice concerning the laws in the Affiliate's resident state.

It is your responsibility to provide fair and equal opportunities to all applicants and employees and equal access to jobs, pay or career advancement regardless of class, group, sex, race, color, religion, national origin, disability, or age. The following is a list of federal and state laws that you should be familiar with:

ADA

Americans with Disabilities Act (ADA) prohibits employment discrimination on the basis of disability. The Americans with Disabilities Act (ADA) prohibits employers from discriminating against qualified individuals with disabilities in job application procedures, hiring, firing, advancement, compensation, job training, and other terms, conditions, and privileges of employment.

OSHA

The Occupational Safety and Health Administration's (OSHA's) mission is to assure the safety and health of America's workers by setting and enforcing standards, providing training, outreach, and education, establishing partnerships, and encouraging continual improvement in workplace safety and health. Employers are required to post OSHA information in an area visible to all employees. These postings tell employers and employees about their right to work in a safe and healthy environment.

MINIMUM WAGE

The minimum wage is the minimum rate a worker can legally be paid (usually per hour) as opposed to wages that are determined by the forces of supply and demand in a free market. In most cases, the minimum wage acts as a price floor. Virtually all business entities are subject to the federal minimum wage, overtime, and child labor laws.

WORKER'S COMPENSATION

Not all States require worker's compensation insurance to be carried. Please see your state's employment or human resources board or commission to determine the requirement for Worker's Compensation Insurance for your Affiliate.

EEOC

The U.S. Equal Employment Opportunity Commission (EEOC) promotes equal opportunity in employment through administrative and judicial enforcement of federal civil rights laws. It is the primary federal agency charged with protecting workers' rights. They set policy and are required to investigate all employment discrimination charges. More information about the EEOC can be found at www.eeoc.gov. It is illegal to discriminate in any aspect of employment including:

- Hiring and firing
- Compensation, assignment, or classification of employees
- Transfer, promotion, layoff, or recall
- Job advertisements
- Recruitment
- Testing
- Training and apprenticeship programs
- Fringe benefits
- Pay
- Retirement plans
- Disability leave

Any other terms and conditions of employment Discriminatory practices under these laws include:

- Harassment based on race, color, religion, sex, national origin, disability, or age
- Retaliation against an individual for filing a charge of discrimination, participating in aninvestigation, or opposing discriminatory practices
- Employment decisions based on stereotypes or assumptions about the abilities, traits, or performance of individuals of a certain sex, race, age, religion, or ethnic group, or individuals with disabilities
- Denying employment opportunities to a person because of marriage to, or association with, an individual of a particular race, religion, national origin, or an individual with a disability
- Title VII also prohibits discrimination because of participation in schools or places of worship associated with a particular racial, ethnic, or religious group

Employers are required to post notices to all employees advising them of their rights under the laws EEOC enforces and their right to be free from retaliation. Such notices must be accessible, as needed, to persons with visual or other disabilities that affect reading.

Sexual harassment prevention policies are an extremely important part of protecting an organization. It is not, however, enough just to have a policy in place. Recent court decisions place a lot of responsibility on making sure a harassment policy is implemented effectively. Affiliates must be active in enforcing sexual harassment policies properly within the business.

There are two definitions of sexual harassment:

- Quid pro quo is when sexual acts are required for employment, promotion, or other benefits, or when such a refusal to take part in sexual acts results in being fired, denied promotion, or having benefits withheld
- Hostile environment is defined as the work atmosphere being intimidating, hostile or offensive and could include nude pictures, off-color jokes or vulgar language.

According to recent court decisions, in order for a sexual harassment prevention policy to be "effective," it must have the following features:

- Training program for employees
- Complaint and resolution procedures
- Promotion of positive employee relations
- Cover all forms of harassment — not just sexual harassment

The Civil Rights Act prohibits discrimination and harassment in the workplace, including sexual harassment and discrimination. Unwelcome sexual advances, requests for sexual favors and other verbal or physical sexually inclined behavior constitute harassment when:

- Submission to such conduct is made either explicitly or implicitly as a condition of an individual's employment.
- Submission or rejection of such conduct is used as a basis for employment decisions affecting such individuals.
- The conduct has the purpose, or effect, of unreasonably interfering with an individual's work performance or creating an intimidating, hostile or offensive working environment.

First, it is important to have a written sexual harassment prevention policy. This policy is necessary to prevent liability within the Affiliate. Recent court decisions and the EEOC guidelines show that decreasing an employer's liability for a "hostile work environment" absolutely depends on maintaining and enforcing internal policies that prevent and address harassment.

In cases where a supervisor is involved and tangible employment action (like discipline or termination) is taken, the employer is always liable. If no such action was taken, showing care has been taken to prevent and correct sexual harassment will ease liability. Liability may also be decreased if the employee who was harassed did not take reasonable advantage of the preventative and corrective opportunities that were provided by the employer to stop harassment.

A sexual harassment policy is necessary to create a productive work environment. Harassment has a very negative effect on production, morale, and employee turnover. Dealing with these issues up front helps defend against these destructive forces.

Appropriate measures to prevent sexual harassment in the workplace:

- Have a written policy against sexual harassment.
- Educate all employees on the policy.
- Standardize the complaint procedure, including investigation and documentation of the complaint.
- Communicate disapproval of any harassment to employees, and take appropriate and immediate action when an incident occurs.
- Document all incidents of harassment and keep records on file.

Tax Forms & Requirements

I-9 Immigration & Naturalization Forms

Employers are responsible for obtaining solid verification that the potential employee has the legal right to work in the United States. Obtain the appropriate identification showing both identity and, if not a U.S. citizen, authorization of the right to work. Every employer is required by federal law to complete the Immigration and Naturalization's (INS) I-9 form appropriately.

Employees unable to produce the appropriate identification by the third business day should not be allowed to work until they provide this documentation. However, it is a good rule of thumb not to allow the employee to begin work until all the proper INS and tax information is gathered. The I-9 form is only to be filled out by new employees. Applicants never fill out this form.

Carefully examine the documents provided by the employee. The I-9 form lists the acceptable documents required by the federal government. It is important to record which documents were examined and their expiration dates, if any. If the employee's work authorization has an expiration date, verify his or her eligibility on or before that date. Sign the statement certifying under penalty of perjury the documents provided by the employee were examined, the documents listed appear to be authentic, and to your best knowledge that the employee is eligible to work in the United States. This form needs to be kept on file for three years, or one year after termination. This form is not to be filed in the personnel file. It must be kept in a separate file and location from the personnel files.

It is important to read the directions given to employers on this form carefully and fill out all required areas appropriately. Each error made on the form can result in a fine of $100–$1,000 per violation. The fines can be even greater for hiring unauthorized aliens or failing to maintain required records properly.

W-4 Tax Forms

Obtain a completed W-4 Form for taxable deductions that are to be taken from the employee's paycheck each pay period. The new hire fills this out to give to the payroll provider to ensure the proper taxes are removed from each paycheck. The W-4 can be obtained by using the IRS website, or by calling the IRS. These documents must be kept on file for seven years.

Job Descriptions and Positions

Most of your employees with be caregivers that Keep Safe Care will supply you via Keep Safe Care Direct. You will also need some PRN (“pro re nada”) on call caregivers to help you both acquire new clients when you do not have available caregivers at hand, and to prevent losing clients when caregivers need to be absent.

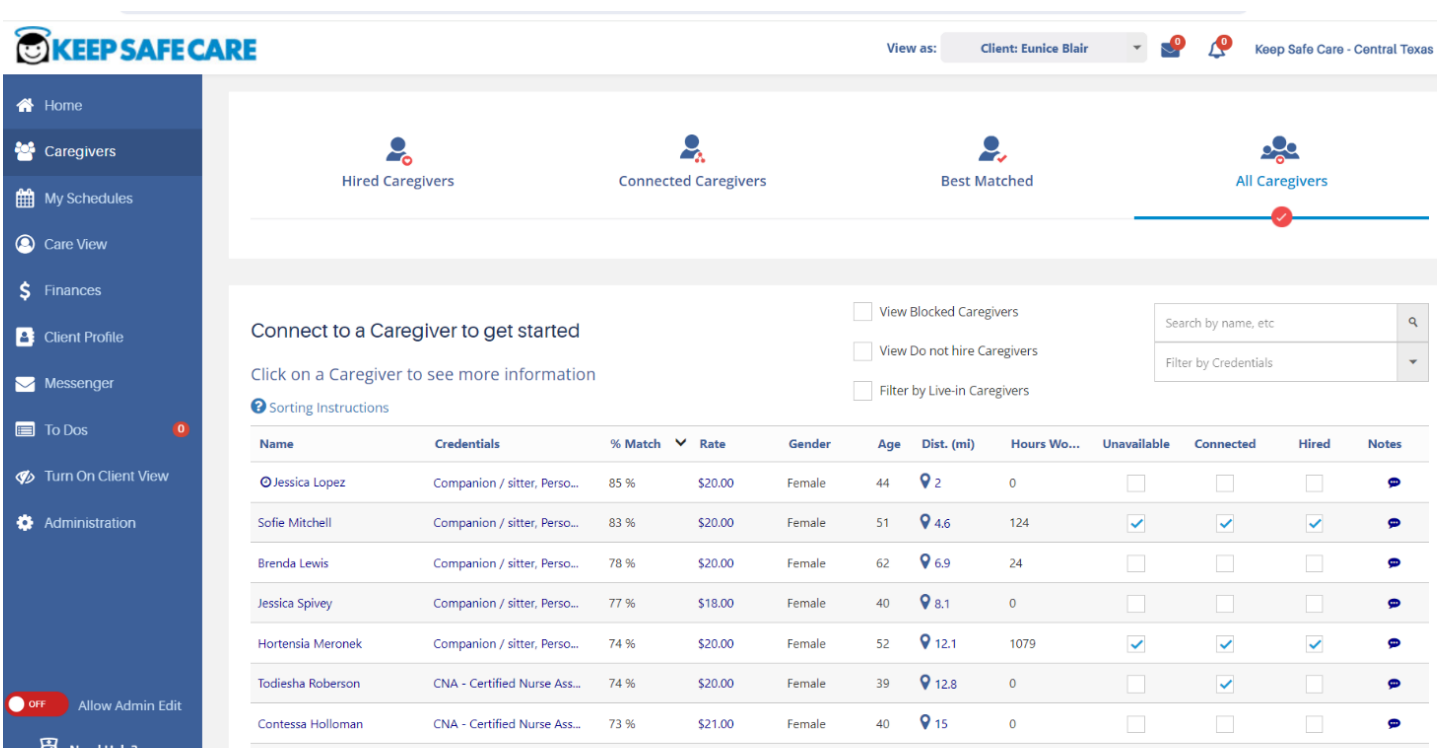
Keep Safe Care will set up an Indeed account to help you recruit PRN Caregivers directly as well as through its Keep Safe Care Direct system. PRN caregivers would be considered “floating” caregivers that you pay a much higher rate for a very short period of time.

In addition, as you grow and achieve a weekly census above 500 hours, you might need to hire an office staff manager. Again, Keep Safe Care will help you in your hiring of these individuals.

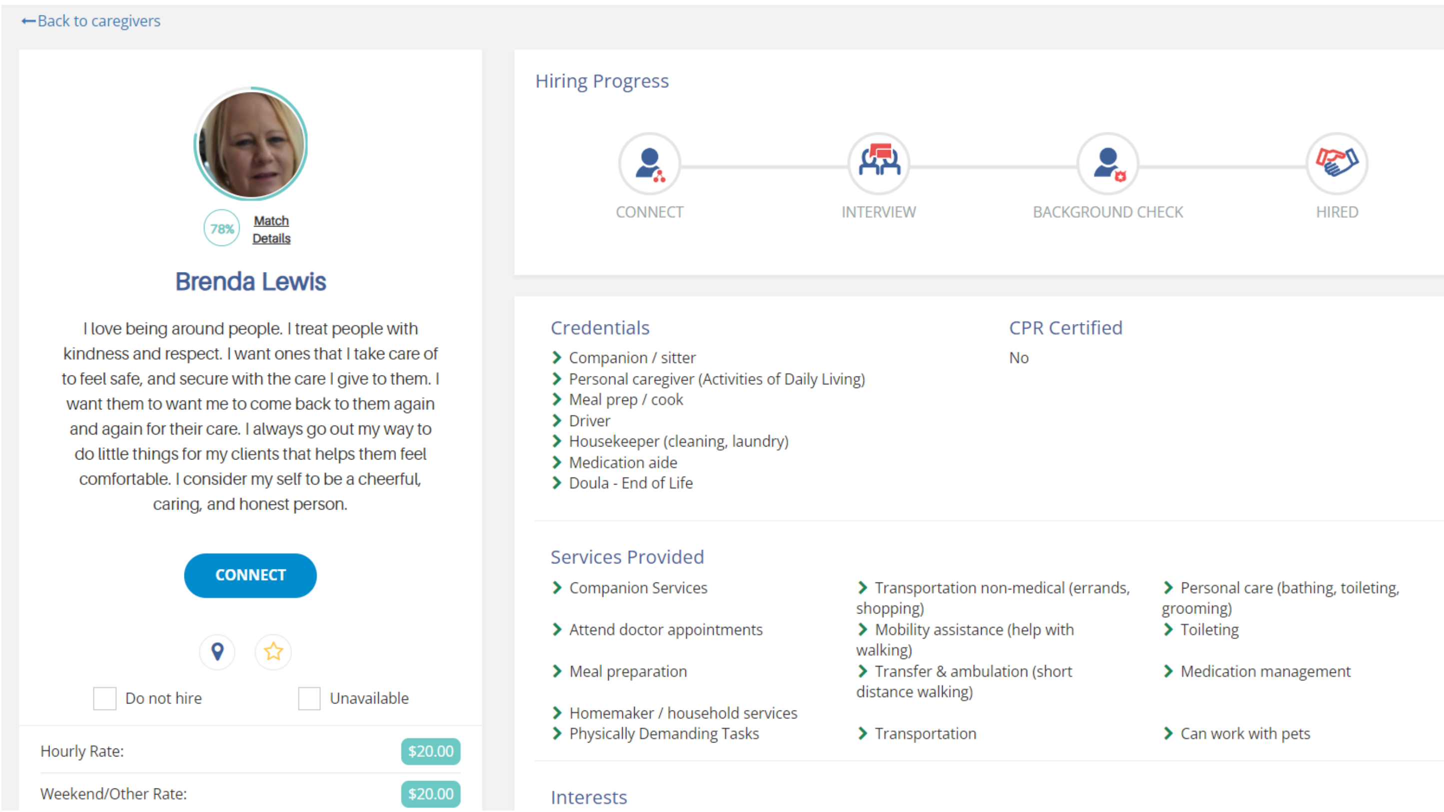
Matching Caregivers with Clients

As part of the **Private-Duty-in-a-Box®** software platform, one of the unique features is how we match caregivers with Clients. With any client which you have engaged with, meaning they have given you their payment information, you will be able to see both a listing of all active caregivers in your area, as well as a detailed matching profile.

When in a client profile, if you go to **All Caregivers** tab, you will get a listing of all available caregivers in your area. This listing shows the distance, asking salary (rate which includes the $2/hr KSC fee), age, and percentage matching of each caregiver. There is also a place where you can add notes for any caregiver you have engaged in. Clicking on any caregiver name will take you to their detailed profile



A caregiver's profile will show you their CV in more detail. To see how well they match your client's specific needs, click the Match Details link under their picture.



The details matching shows how we arrived at the matching percentage found under the All Caregivers tab. Note that the Weekday rate includes the $2 adder from Keep Safe Care. Based on this information, you can make a better decision about which caregivers you may want to connect with (send a connection request) for a particular client. The two top matching facts are wage and distance.

Match Details: Brenda Lewis

Criteria	You	Brenda
✔ Experience Required	2 to 5 year	Greater than 10 years
Require Transportation	No	Can Provide
✔ Languages	EN	EN
✔ Live In Care	No	No
✔ Weekday Rate	$21.00	$20.00
✔ Non Smoker?	Yes	Non Smoker
✔ Preferred Gender	Female	Female
Physically Demanding Tasks	No	Yes
Work with pets	No	Yes
✔ Care Hours Match	86%	

How Far Away

Distance	Drive Time
10.0 mi	17 mins

Credentials

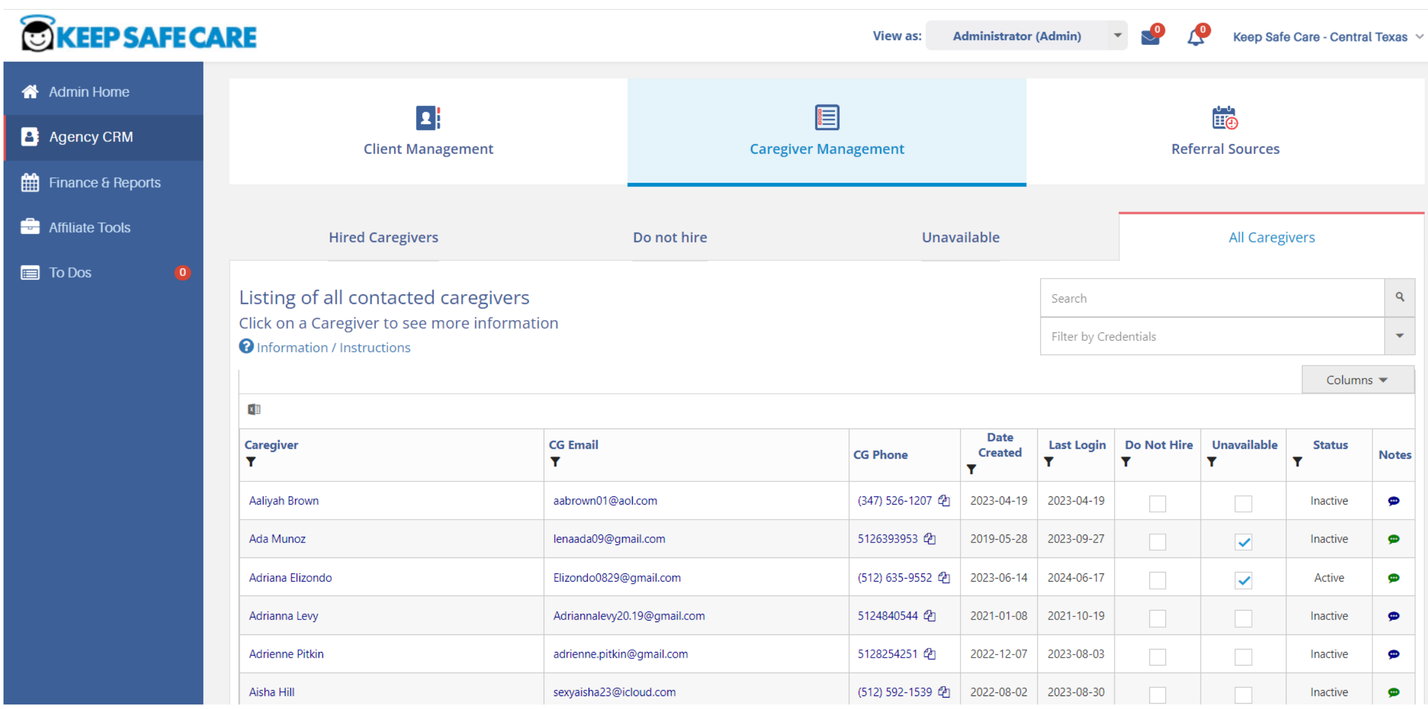
CLOSE

Regarding wages, you must remember to add the $10 trip fee to the daily total. For example, if you are offering $20 per hour for a 4-hour shift with a $10 trip fee (which is non-taxable), you would have to add a $2.50 per-hour rate for a $22.50 effective rate.

Reaching out to Caregivers

In some cases, even after you send a connection request, you may have to move the process along by texting or calling the caregiver directly prior to them accepting a connection request. While this is easy to do with caregivers you have already hired in the past or who are working for you presently, there will be times when new caregivers need to be contacted.

To find new caregivers, navigate to your Administration section and Agency CRM. There, you will see Caregiver Management with four tabs underneath. Click on the All Caregivers tab, and then search for the caregiver you want to contact. You will see their phone number and email address. Make sure you add notations after contacting them to help you in the future.



The Caregiver Interview Process

The caregiver interview process involves two parts. First, a phone interview with the caregiver and then another brief face-to-face interview in a coffee shop or café. Interviewing caregivers thoroughly is important. Why? You want to be able to weed out the ones who might not be the right fit and replace them. You do not want to have a carousel of caregivers regarding your clients.

Over the years, we have determined that three (3) questions help you weed out the great caregivers from everyone else. They are:

- Why did you start caregiving?
- What do you like most about caregiving?
- What do you like least about caregiving?

The interview should begin with you taking a little time to explain why Keep Safe Care was created. The origin story really does resonate with caregivers, especially the fact that we, as a company and you individually, want to dramatically improve caregiver pay without raising caregiving costs.

After this intro, you can then ask why the caregiver got into caregiving. The answers to this question will be telling in many ways. First, if they started caregiving because they had to care for a family member, that is the best 'why'. The worst answer, which is that they chose caregiving because there was nothing better to do, is going to be problematic.

You can then converse about why you got into the caregiving industry from your own perspective if you think it will resonate with the caregiver you are interviewing.

In addition to the questions above, you will need to stress the fact that we hire adults, and they will be treated as such until they do something that is not conducive to the job. That would include:

- Constantly being late
- No show without calling client or yourself
- Being abusive to a client
- Stealing, including putting hours not worked on time card
- Being on their phone, not attending to the client
- Bringing their children to the client's house

In addition, having someone who considers themselves professional, reliable, and can communicate well is paramount. You want to also stress that the position they are taking is their responsibility, and your responsibility is to make sure they get paid promptly. Stress that you do not get paid unless they get paid. That you are a team, and teamwork makes the dream work.

You will have to convey to the caregiver how important they are to your agency's success. Essentially, you do not have a business without excellent caregivers, and because you hire adults, you also pay the lion's share of what we charge the client to them.

This is where you explain what **The 2/3s Rule®** is. In addition, we pay weekly, and have an instant payout if their bank allows it from our payment processing platform Stripe.

In the beginning you will make a few mistakes hiring caregivers, and that is OK. Our system gathers an ever-increasing pool of caregivers in your area to pull from. Eventually, you will be able to ascertain who will be a great caregiver, and know the type of caregivers you do not working for you quickly.

Also, if you plan on hiring a caregiver, you should be very direct with them and tell them you will be doing a background check. Ask them if anything in their past may raise a red flag. If it is something bad, such as abuse, theft, or drugs, you may want to pass on this candidate.

Background and Reference Check Procedures

Under most States' laws, caregivers must undergo a complete background check. We have contracted with Hire Image in Providence, RI to conduct background checks for any caregiver you hire. An account for your Agency will need to be created with payment information for your Affiliate. Please contact Keep Safe Care Corporate for assistance with getting an account set up with Hire Image and the procedures for getting a background check for caregivers and staff.

Onboarding a new Caregiver for a Job Placement

When onboarding a new client, change their CRM status to 'Recruiting.' Keep Safe Care will start recruiting new caregivers in and around the client's zip code. Of course, you will also have existing caregivers to choose from, but in the case that you need to secure a new caregiver, something you will often do at a start-up, here is the procedure.

After you have successfully connected with and interviewed a new caregiver and decided to offer them a caregiving position, there are specific steps needed to hire and onboard them, as listed below.

Background Check

First, you will need to contact **Hire Image** (you should have already created an account with them) at hireimage.com to order a background check. You will need the caregiver's name and email address. Upon entering this information, an email will be sent to the new caregiver. Please make sure they consent to this background request. It takes 1 to 2 days to run the preliminary check.

Keep Safe Care Employment Documents Email

This initial email template is sent to the caregiver and will include the I-9 Form, Background Check Application Form, State Payday law poster, State Unemployment Compensation Poster, and a one-page W-2 (for the year), which should be filled out prior to your meeting with the caregiver.

Policy and Procedures Manual email

This email will include the Keep Safe Care Policy and Procedures Manual in a PDF document that the caregiver should review.

Other Healthcare Options – Impact Beneficial

If your agency does not offer health care insurance to your caregivers, Keep Safe Care has partnered with **Impact Beneficial** to help caregivers find the best, lowest cost health care insurance plan on the ACA Exchange for **free**. They will get one-to-one service to help them make the best decision for you and your family. They can also help your caregivers find the best coverage at the best price for dental, vision, life insurance, accident and disability income protection and more coverage they can quote specifically for your caregivers. If your caregivers are interested, please contact Delle Herrera, Senior Benefits Consultant at Impact Beneficial (737) 283-2831 (m) for more information.

Meeting prior to starting work

Before meeting your new client, you will meet with the caregiver face-to-face. If you have done your interview correctly, this meeting should just be a formality to review paperwork and reiterate your expectations of the caregiver (i.e., no cell phone usage, being engaged with the client, telling them that they are responsible for the relationship, etc.). You can also evaluate whether a caregiver is appropriately dressed or if they are wearing inappropriate jewelry, makeup, or clothing. During this meeting, you'll also want to review the new hire documents and check for the caregiver's signature on the following documents.

Caregiver Documentation Checklist

- Driver's License / State Issued ID
- Completed I-9 Form (email)
- Background Check / Drug Screen Consent Form (email)
- Completed W-4 Form
- Professional Caregiver Code of Ethics
- HIPAA Confidentiality Agreement
- Signed Worker's Compensation Release Form
- Policies and Procedures Signature Page

Once you have reviewed and collected this information, it is now acceptable to travel to the client's domicile for introduction.

Caregiver Training

One of the great benefits of paying caregivers more ($5 to $12 per hour) is that we can hire better-trained and qualified caregivers, namely Certified Nursing Assistants (CNAs) and Personal Care Attendants with over 10 years of experience. While these caregivers will be trained and experienced in the "caregiving" role, they will also have to be educated by the client to the specific needs of their care situation. It is always best to hire a caregiver with a great attitude and willingness to serve, and they can be trained and guided to do any task at hand.

Most States require CNAs to undergo continuous training over a two-year period to maintain their licenses. Keep Safe Care will provide training to all caregivers regardless to the amount of training that have received prior to working for your Affiliate. Please contact Corporate for information about training materials and information for your caregivers.

In addition to the caregiving training, caregivers will need some basic training on how to log their hours and send that at the end of the week. One failsafe that our software provides is the ability for an Affiliate Administrator can log and send caregivers hours through our impersonate feature. See more under software training.

Dress Code

All Keep Safe Care employees should project a professional image while on the job. As is standard practice with caregiving, scrubs are the best type of outfit for a caregiver. If a caregiver does not have scrubs, then they should wear a sensible shirt (no graphics) and comfortable pants and closed toed shoes. Excessive jewelry or other items should be avoided as it will interfere with caregiving.

Keep Safe Care also has a vendor, Bat City Awards, to provide embroidered dress shirts and a name badges at a reasonable price. In addition, if an Affiliate choses to do so, they can have scrubs embroidered with our company logo. We have two different logo treatments: one for light apparel, and one for dark apparel. It is best to wait a few weeks before your order the name badge and hand out an official Keep Safe Care embroidered shirt.

Conducting Performance Evaluations

One thing that we stress with ALL caregivers is that they are the managers of their client relationship. They should think of caregiving and the client as a gig relationship. If they manage this relationship well, the client will want to continue using them. If they do not, there will be no more work for them with particular clients.

The client performs performance evaluations. Your job is to contact clients regularly to ensure they are happy with the care they are receiving.

Progressive Discipline Procedures

Unfortunately, there may come a time when you will have to discipline a caregiver. The goal of discipline is to teach and guide, not to punish. We have developed a positive, effective approach to discipline that is reinforced with teaching, firmness, and reminders. The key to properly disciplining employees is to document everything. Keep personnel files on each employee for all such documentation. These documents may be used in a court of law, so they should be as detailed and organized as possible.

What to do when disciplining or terminating an employee:

- Document disciplinary steps by using the performance appraisal, or disciplinary action sheet.
- Discipline in private.
- Use constructive feedback to give the employee the opportunity to improve.
- Complete and exit interview (if possible) to assess the environmental conditions of the site.
- Complete the proper documentation for termination.

What not to do:

- Do not take out your anger on an employee.
- Do not fail to keep adequate records as proof of disciplinary steps taken.
- Do not discuss the employee’s shortcomings with other employees.
- Do not leave confidential employee information where others might have access to it.
- Do not tolerate racial, sexual, lewd, or age-related remarks.
- Do not become soft on an employee to avoid hurting their feelings.
- Do not ignore problems until it is too late.

Separation/Termination Procedures

People will be terminated for various reasons. Therefore, it is important to follow a consistent and well-documented process. If you have further questions, contact your attorney.

Dishonesty

This is a big category and is the foundation for all policies, our code of conduct, and our mission statement. Honesty is a value that can be defined in multiple ways. In the context of general policy at Keep Safe Care, we want all employees to tell the truth and avoid hiding what they know or think. In addition to being truthful, honesty also involves avoiding unfair behavior, such as stealing or cheating on the job. Stealing or fraud of any kind will not be tolerated. This includes but is not limited to: taking money from a client, writing checks, using credit cards without authorization, adding hours on a time sheet that were not worked, or saying you worked on a day you did not. Dishonesty is grounds for termination and, in some instances, may be a State felony.

Intolerant Behavior

Intolerant behavior includes alcohol use while caring for a client, any use of illegal drugs, use of profanity or abusive language with a client, and being late or not communicating with a client when a caregiver does not show up to work. In addition, a caregiver who uses their cell phone incessantly, either texting or talking, and is ignoring the client is grounds for termination. In addition, stealing a client's medications is grounds for termination and should be reported to the authorities.

Client Abuse

Under no circumstance should a caregiver ever shout, belittle, push, punch, or hit a client. First, in most states, this is considered criminal behavior if it is an infirmed or older client, and second, it will need to be reported to the authorities immediately. There is no excuse for elder abuse, and if you find there is, remove that caregiver from the client immediately and report it to the authorities.

Written Action

When terminating an employee, make sure you communicate with a written action first. This can be in an email or text and used to illustrate the poor behavior, and protect you legally from unwarranted discrimination claims. The form is then reviewed with the employee as a basis for termination.

NETWORK MARKETING AND AFFILIATE PROMOTIONS

Developing a Referrals Network to Build Business

Growing your Keep Safe Care Affiliate takes work. What is unique about the person care services industry is how hyper-local it is. That means that 90% of your clients will come from a radius of 15-miles or less from your home office address. Due to the hyper-local nature of this business, the most effective way to gain new clients is through word-of-mouth referrals. The best place to get these referrals is from organizations that normally refer clients to personal care services agencies. These would include:

- Home Health Agencies
- Hospice Agencies
- Skill Nursing Facilities
- Specialty Hospitals
- Geriatric Physicians and Surgeons
- Geriatric Social Workers
- Elder Law Attorneys

Interestingly enough, Assisted Living (ALFs) and Independent Living communities tend not to be good places for referrals, although you can get referrals from HHAs and Hospice for clients who live in these communities.

The best way to get in front of the nurses and social workers at Home Health and Hospice Agency is to offer to do an In-service during one of their weekly morning meetings and bring breakfast. In Texas, breakfast tacos are the best tool.

In addition, having a “reason” to visit an agency, like doing a Tiff’s Treats cookie drop, is always a good door opener.

Referrals from these sources tend to close at the 50% level. Better than any other type of referral. And, of course, having satisfied customers give you recommendations is actually the very best way to secure new clients.

On Line Referral Services

Another way to get referrals, though not as high-quality, is to use online referral services like CareInHomes. While you will get 10 referrals a month, these referrals are also given to 3 to 5 other agencies in your area, so it is sort of a hit-and-miss situation. Expect closure rates under 5% for this type of service, and it is useful when you first start your Affiliate.

Promoting Keep Safe Care in Your Area

Promoting Keep Safe Care in your area is instrumental to your success.

Keep Safe Care Corporation is here to assist your operation in these endeavors because we know what it takes to promote your Affiliate and grow your census.

As we mentioned before, the importance of word-of-mouth advertising cannot be overstated. A glowing customer testimony is worth more than any advertisement. A compelling customer testimony validates your claims about how great Keep Safe Care is and how we care for our caregivers, who, in turn, care for our clients.

Quality customer testimonials help to create confidence and credibility about your Keep Safe Care Affiliate's ability to deliver reliable, consistent, dependable care. While we have found that advertising seems to be ineffective with personal care services, having testimonials provides an important outside perspective on your customer satisfaction and quality of service.

Testimonials

Testimonials can be critical to the "proof" that our caregiving service is superior to most other agencies. Remember what we tell our clients: "We take care of our caregivers so they can take better care of you."

We have two ways to post testimonials: on our website and via your Google business profile, which was set up by Keep Safe Care Corporate. Remember that clients' testimonials can say things about you that, if you said them yourself, would sound like bragging. Ideally, testimonials show your Affiliate's competence. The shorter and crisper they are, the better.

Thank you emails and notes

Another thing that may differentiate your Affiliate is how you acknowledge your referral sources and clients with thank you emails and cards. Strangely, in this digital world, a handwritten note leaves such a lasting impression with your clients and referral partners.

Guidelines for Using Keep Safe Care Marks

Like most major corporations, Keep Safe Care has specific usage guides for its logos and trademarks. This policy ensures that we maintain a consistent brand image for the general public. For instance, we would never display our logos with colors not approved by Corporate. The Keep Safe Care logos and marks were all carefully crafted to convey a specific message and ensure consistency, no matter the application. Our marks are found in the Franchise Disclosure Document and our Brand Guide Document.

Public Relations & Community Involvement

This segment is intended to give you an overview not only of our customer-relations philosophy but also of how that philosophy extends to the entire community. At Keep Safe Care, our overarching philosophy is how well we treat our caregivers and empower them throughout their careers and lives. This philosophy plays well in the caregiving space, as most nurses were once caregivers.

One aspect of our services is that it extremely hyper-local and focused on an invisible section of the community. Those in their homes who need care. They are not out and about in the community, so during PR and community outreach may not result in effect client acquisition.

Still, there will be unique opportunities to reach out to the community by volunteering with charitable organizations who deal with the elderly and infirmed. This will help your business and overall image, and you will also find it to be a treasure trove of like-minded contacts for future reference to your agency.

Obtaining Advertising Approval

While we do not forbid you from advertising, the Company advises against it. We believe that your resources are better spent on the development of your referral network, word-of-mouth marketing, and merchandizing handouts. These strategies are more effective for personal care services and will help you reach your target audience more efficiently.

Still, if you do wish to advertise, you will need approval of the advertisement prior to publication.

OPERATING PROCEDURES

Introduction

This segment covers basic operating guidelines for your Affiliate. Keep Safe Care Corporation understands that each Affiliate and territory are different and various policies will be deferred to the individual Affiliate for decisions.

This segment covers articles on hours of operation, daily tasks, customer service procedures and philosophy, and time-reliant tasks. Lastly, it covers safety and emergency procedures.

Daily & Weekly Procedures and Daily Task List

As you continue to manage and grow your Affiliate, you will get more comfortable with what your daily procedures for the week will be. At a minimum, you should always be contacting your networking partners (i.e. Home Health Agencies, Hospice, Skille Nursing Facilities, etc.) on a regular basis.

Daily Task List

It is best practice to follow up with potential clients from your Affiliate's CRM. This tool will help you maintain and manage the various stages of acquiring potential customers and referrals as clients. Daily, you will need to review and act upon closing these potential clients.

In addition, in the Client CRM, you will have your Referral Sources CRM to manage. At a minimum, you should be calling or emailing two (2) Home Health, Hospice, Skill Nursing Facility, or Doctor's office per day. Make sure you have this entered in your Referral Sources CRM. This will vastly improve your chances of getting referrals and, in turn, getting new clients and improving your census hours.

Onboarding New Clients

This is probably the task that will require the most time. A detailed explanation follows in the next section. There is no set time for when you get your clients or when they will need care or drop off. The downside of this business is that new client acquisition will vary. You will get 2 to 5 leads some weeks, and some weeks, none. In those slow times, you keep developing and reaching out to your referral network.

Interviewing and Onboarding new Caregivers

This was explained earlier in this document, but what makes a Keep Safe Care Affiliate so much more efficient is how much easier it is to acquire, select, interview, and hire caregivers than any other franchise. What is important to note here is that you will need to make sure you are hiring exceptional caregivers—those who act like adults and are conscientious, responsible, courteous, and reliable. Release caregivers who do not fit in this category immediately.

Payroll and signing off Time Sheets

You will get notifications when caregivers modify their time sheets and log their hours and send their time sheets. Most of these will be sent on Fridays and Saturdays, and reviewing and approving time sheets takes about 2 minutes per timesheet. More will be discussed in your software training, but this is a weekly task that will need to be done.

Onboarding New Clients

As part of the CRM platform found in the **Private-Duty-in-a-Box®** there is a very easy and straightforward way to onboard clients in our system. Once a client has indicated they want to use your agency's service and have given you their credit card now comes the time to match caregivers with their needs.

Upon securing a match of a caregiver or caregiver, the next step is introducing you and the caregiver to the client. If this is a new caregiver, you will first need to onboard the caregiver and obtain the necessary signed documents.

You will need to bring your service agreement checklist with you upon starting caregiving with a new client. It is vitally important that you are there for the commencement of care for any new client for two reasons. First, they see you or your manager as a real person, and second, you can survey the household to see if it is clean, uncluttered, and suitable for a caregiver to work in. If it is not, it is best not to begin care until the situation is rectified.

You will need to go over the specifics of the care: Rate, days, hours, etc. In addition, highlight that we do not require a pre-payment, but a pre-authorization is run on the client's credit card to ensure there are sufficient funds at the end of the pay week to pay for the caregiving.

Then, collect a signature and say "thank you" to both the caregiver and client. Remind them that any changes can be conveyed to the caregiver, and you will confirm the change with the client, then leave.

Suggested Hours of Operation

While you do not operate a “storefront,” and because caregiving happens when the need arises, your hours of operations could be 24/7. That does NOT mean you need to be sitting are your desk always needing to be available as there is rarely “emergency care” needed for personal care services. What it does mean is that there will be some weekend and late evening calls you might have to field to give out information to potential clients. Timeliness is everything in a highly competitive marketplace, such as personal care services. Missing a call or not returning a call or email promptly can cost your business both short-term and long-term.

Each Affiliate Owner will need to decide how much time they want to invest in growing their census hours. Initially, you might need to work some weekends until your census increases significantly, and you can hire a staff member to serve as Office Manager. Additionally, it is highly recommended that you hire a nurse early on and offer them some ownership in your affiliate. As an owner, the nurse will likely be more willing to work weekends and nights if necessary.

Time Sheet and Payroll

What makes Keep Safe Care's **Private-Duty-in-a-Box®** such an effective and efficient tool is its automation of reviewing and approving time sheets and implementing payroll weekly. As part of your software and accounting training, you will see the details on how to approve, edit, correct, send, and approve time sheets.

Customer Service Philosophy

Our customer service philosophy is simple: hire exceptional caregivers, pay them well, treat them well, and let them manage the relationship with your clients. You will find that if you hire the “right” caregiver, your customer service requirements will be minimal. On the other hand, if you hire a marginal caregiver, who is chronically late, non-communicative, always texting or on her phone, or has a poor attitude, you will constantly have issues with your clients. In this instance, terminate the employment immediately and indicate on the caregiver profile as “Do Not Hire.”

Again, we must emphasize that “we take care of our caregivers, so they take better care of you.”

In addition, because Keep Safe Care maintains a pool of caregivers for you to access, it will become increasingly easier for you to develop and maintain a cadre of exceptional caregivers.

Also, note that there may be times when you will have to step in to perform care if you do not have a Care Ambassador or PRN Caregiver available. Each situation is different, and we leave that decision up to you, the owner. Remember, the care and safety of the client are paramount, and too much communication is better than too little.

Handling Customer Complaints

In most cases, the customer complains about something a caregiver has done, said, or failed to do, but in some cases, you just might have a difficult customer that you do not want to serve. Remember, you are responsible for protecting your caregivers first as your employees. So, situations may arise that require you to disengage with a client.

If this situation arises, do so politely and even offer to refer them to another agency.

If there is an issue with the caregiver, first find out if it is correctable, and if so, come up with an action plan. If not, offer to supply an alternative caregiver, and if that does not work, be prepared to lose the client.

In all cases, be sensitive to the client's complaint, and always reassure them that you are trying to LOWER STRESS, not increase it.

Again, if you hire a mature, responsible, attentive caregiver, your customer complaints will be few and far between.

Handling Refund Requests

Refunds will be rare and may be due to the fact that incorrect hours were entered by the caregiver (note: we are working on an automated check-in and check-out mobile application to prevent this from happening), or the incorrect hourly rate was charged. In most cases, you will be able to manually adjust these errors going forward with adjustments in the amount you charge your client. In the future, we will also implement the ability to edit any past pay stub error in your administration screen.

Emergency Procedures / Contacts

Emergencies can be a fact of life. But being prepared can make the difference between a measured response and a full-blown crisis.

Keep emergency contact information sheets on every employee of your Affiliate and make sure that they are up to date.

Should an emergency arise that goes beyond the scope of your Affiliate, please contact Keep Safe Care Corporation as soon as possible for advice and direction. All departments are skilled in handling different types of emergencies and we remain vigilant about these possibilities at all times.

ERRATAS

This is a listings of changes to the Operation Manual