

## FEATURE STORY

### DOING WELL BY DOING GOOD – THE WORK WE ALL WANT

It's been said that there are only two certain things in this life—taxes and death. To this list, we can now add—living longer. According to the U.S. Census Bureau, there has been continuous growth of the 65-and-older population since 1900. And as the baby boomers begin to retire, there is projected to be a spike in the 65-and-older population—extending out to the year 2050. The greatest expansion of longevity over the next forty years is expected to be with persons 85 and older (see Table 1).

Benjamin Sasse, Assistant Secretary for Planning and Evaluation, Department of Health and Human Services, notes, “The sheer size of the baby boom cohorts is certain to affect our health, long-term care, and pension systems.”

So who's going to take care of all these old folks? The companion-care industry, that's who. Never heard of it? You will!

The companion care industry, which has been around for more than two decades, has been growing quietly, steadily, and methodically as more and more hospitals and medical facilities release patients early, and medical technologies for in-home treatments improve. Now that the baby boomers are hitting their sixties, the need for compassionate and dependable in-home care is on the verge of explosive growth. In 2006, an estimated 37 million people in the United States (approximately 12 percent of the population) were 65 and older. And while older Americans experience better health longer, there's no getting around the fact that at some point we're all going to need a little help.

This is where the companion care industry comes in. Unlike a traditional nursing home setting or visiting nurses, companion care is like having a family member take care of your loved one.

John Batcheller, president of Stay at Home,<sup>TM</sup> believes that companion care is an idea whose time has come. “We're different because our mission is driven by common sense and compassion,” he says.

Not all elderly people or individuals recovering from injuries or surgery need assistance, but for those that do, more than half of them live at home alone. Stay at Home<sup>TM</sup> services include everything from transportation to and from appointments, assistance with grocery shopping and light housekeeping, preparation of nutritious meals, personal reminders, and of course, companionship. Batcheller says that this last service—companionship—is what sets his company apart from traditional in-home services currently available. “We have a wide

variety of people that want to open their own Stay at home™ franchise with a diverse skill set however, what ties them all together is their innate compassion for others. They know that health and well-being is more than just treating a medical condition, it is about nurturing the mind, body and soul.”

And it’s the franchise part of Batcheller’s business that is experiencing unprecedented growth. In only two short years, Stay at Home™ franchise operations have grown to four states with more expansion on the way.

“Our screening and selection process is rigorous,” says John Batcheller, president of Stay at Home™. Candidates cannot purchase a franchise without successfully passing a number of qualifying tests and interviews, and participating in training and instruction.

For entrepreneurs that want to own a business with a more meaningful return on investment, Stay at Home™ might just be the right opportunity. “We provide the franchisee with a proven business model, training, tools, support, and coaching to be financially successful,” says Batcheller. “Our goal is to equip compassionate entrepreneurs with the opportunity to do well for themselves by doing good for others.” And compared to the typical franchise, a Stay at Home™ operation offers an easy and low cost point of entry without the typical hassles and overhead costs associated with managing real estate, equipment and overhead. With over twenty five years of experience in the companion care industry, Stay at Home™ is in a unique position to offer turn-key assistance to all franchisees.

Batcheller states, “This is the job I’ve always wanted—I’m doing well by doing good!” This is a man who knows he is in the right business at the right time.

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For more information about Stay at Home™ franchises, contact Lisa B., Director of Marketing. Stay at Home™ is a division of the Arden Group, Inc.

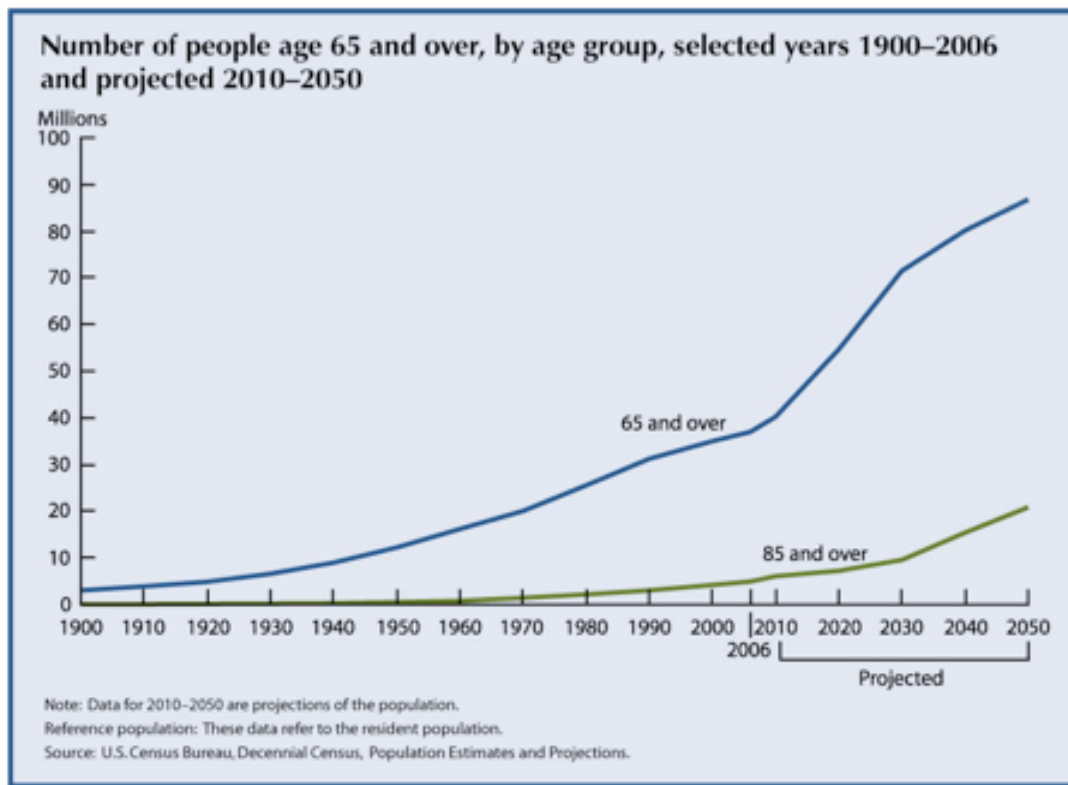
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Table 1

### Indicator 1 – Number of Older Americans



This chart for Indicator 1 - Number of Older Americans shows the large growth of the population 65 and older from 1900 to 2006 and the even greater projected growth from 2006 to 2050. It also shows the growing numbers of persons 85 and older and their large projected growth to 2050.

Resources for this article:

[www.agingstats.gov](http://www.agingstats.gov)

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National Center for Health Statistics

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## **About:**

### **Stay at Home:**

Stay at Home is a national Franchise opportunity offered by the Arden Group, Inc. available and/or operating in 34 states in the USA.

Franchise ownership at Stay at Home is exclusive and the screening steps to ownership are rigorous. Candidates cannot purchase a franchise without successfully passing a number of qualifying tests and interviews, but the rewards are plentiful. Once a Franchise has been awarded, Stay at Home is committed to the quick launch of the business. Compared to typical franchises, a Stay at Home franchise offers an easy and low cost point of entry without the typical hassles and overhead costs associated with managing real estate, equipment and inventory. "Stay at Home provides the compassionate entrepreneur with the right business model, training, tools, support and encouragement to be successful. Twenty years of experience offers turn-key operations that are constantly improving based on consumer feedback and compiled in the three thousand page plus manual. Stay at Home's mission is to equip the compassionate entrepreneur with the opportunity to "Do Well for Themselves by Doing Good for Others."

For those that dream of owning their own business, The Arden Group, Inc. can make it a reality by providing the franchise program, methods, tools, training and support to get your Stay at home franchise up and running. Our franchise owners are well positioned in one of the fastest growing industries, home care. An industry that is growing even in spite of the recent economic downturn.

Stay at Home™ is an affordable and responsible option for seniors and those recovering from illness or hospitalization that need some help maintaining the quality of life they have come to expect and enjoy. Our compassionate caregivers provide an extensive range of in-home care services that allow you or your loved one to maintain independence and a high quality of life by staying at home.

To inquire about a franchise availability please contact:

### **Lisa Batcheller / Director of Marketing**

Stay at Home

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### **Links:**

website: <http://www.stayhomeweb.com/>

Social Network: <http://sahfranchise.ning.com/>

PR Site: <http://www.pr.com/company-profile/overview/77236>

### **Keywords:**

franchise, caregivers, home care, in-home care, home health care, Pennsylvania, Stay at Home