

March 22, 2011

Aging population creates new opportunities

New healthcare franchise launches to meet unprecedented demand for senior services

Toronto – New home healthcare provider, Caring Hearts, has officially launched in Ontario providing franchise opportunities to entrepreneurs in the rapidly growing senior's services market.

Caring Hearts is the Canadian operational arm of Home Helpers, an industry leader in the delivery of home healthcare service in North America for 14 years. Caring Hearts in Ontario is designed to meet the needs of our rapidly aging population. In Ontario, estimates indicate that the number of people aged 65 and over will double by 2030 and represent about 22 per cent of the population. As result, the demand for quality, home healthcare is growing at an astronomical rate. Caring Hearts meets this demand and creates new market opportunities.

"There is untapped market opportunity here. Seniors want to stay independent; they want to stay in their homes. Currently, small independent businesses dominate the market. The Caring Hearts brand guarantees a level of quality and standard of excellence that independent home healthcare providers can't match. Not only that, but Caring Hearts provides the resources to get your business off the ground," explains Perry Martin. President of Caring Hearts Ontario.

While new to Canada, the brand is well established in North America, in more than 300 communities across the US. In these communities, franchise value has grown significantly.

As a franchise, the Caring Hearts program allows owners to establish a business with low start-up costs and low monthly overhead, offering a network of resources to help franchisees grow their home care business into a "household name". Even for first time business owners, the proven processes, marketing, in-depth training and on-going support take the guesswork out of starting a new business.