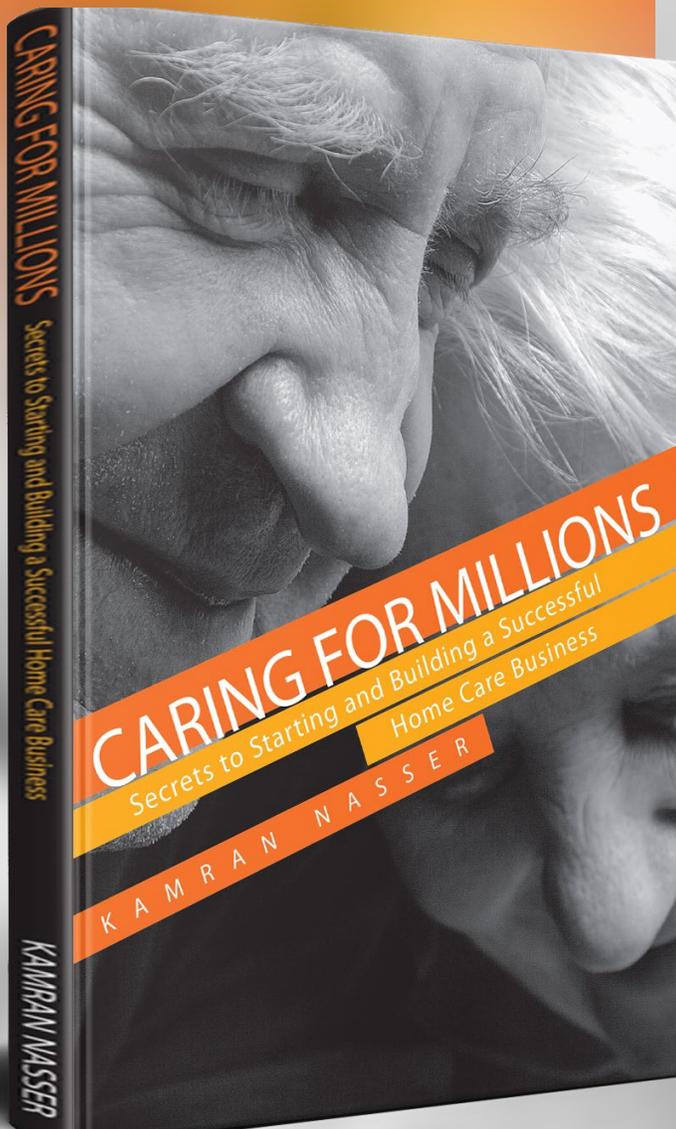


# MEDIA KIT



With an aging population comes unique care needs for those who prefer to age at home. Demand for home care in the US is at an all-time high. More money is spent every year on home care as an aging population chooses to grow old in their own homes.

## TITLE

# CARING FOR MILLIONS

## Secrets to Starting and Building a Successful Home Care Business

## AUTHOR

### KAMRAN NASSER

 Website: [caringformillions.com](http://caringformillions.com)

 Facebook: Captiva8

 LinkedIn: Kamran Nasser

 LinkedIn: Captiva8

 Twitter: @captiva8go

 Medium: @Kamran\_81519

## MEDIA CONTACT

Sarah Bean  
310-254-6106  
[sarah@booklaunchers.com](mailto:sarah@booklaunchers.com)

## TOPICS COVERED INCLUDE



HOME CARE



SMALL BUSINESS



ENTREPRENEURSHIP



SENIOR CARE

# ABOUT THE BOOK

**TITLE:** Caring for Millions: Secrets to Starting and Building a Successful Home Care Business

**PUBLISHER:** Summit Publication

**ISBN-10:** 1735210005

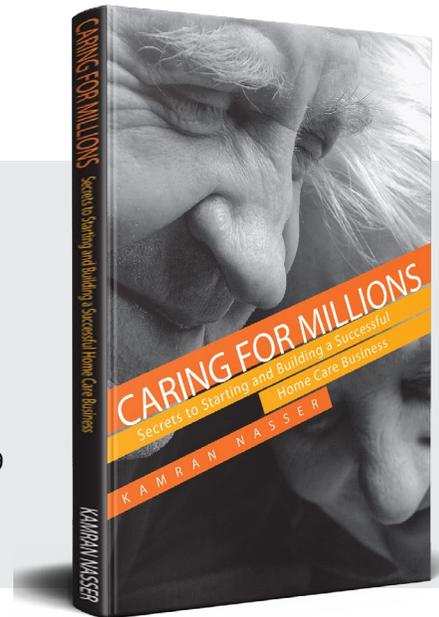
**ISBN-13:** 978-1735210001

**FORMAT:** print, eBook

**PRICE:** print - \$17.99, hardback - \$24.99, eBook - \$9.99

**PAGES:** 150 pages

**PUBLICATION DATE:** July 2, 2020



With an aging population comes unique care needs for those who prefer to age at home. Demand for home care in the US is at an all-time high. More money is spent every year on home care as an aging population chooses to grow old in their own homes. Over 10,000 seniors turn 65 a day in the US, making home care one of the fastest-growing and most essential industries.

The booming home care industry provides a perfect opportunity for you to start an in-demand senior care business. Innovative companies are needed now more than ever to enter this market and shape the future. This is the small business owner step-by-step guide where you'll learn how to create a best-in-class agency for the clients who rely on you, while maintaining your own work-life balance.

It's the perfect time and place to build your startup home care business, but where do you begin? How do you find the dream team to help you achieve and exceed goals?

In Caring for Millions, you'll uncover the no-fluff, fast action steps to:

- Understand where the home care industry is now and where it's going.
- Discover the business model most aligned with your personal and professional goals.
- Position your home care agency with a unique brand identity.
- Develop a firm foundation and growth plan for your home care company with your flywheel of success.
- Implement the marketing plan designed for hyper-growth revenue.
- Build a company culture that attracts and supports your dream team of caregivers.
- Decide on your hiring practices to balance that with customer demand.

From the visionary entrepreneur behind a company three times recognized as one of the fastest-growing ventures in the US, you'll learn exactly what you need to do to bootstrap your new company into a scalable and profitable home care business.

Follow a proven path with actionable steps to design the home care agency poised to succeed in this high-demand market while providing top quality care to a generation in need. Starting your own home care agency can be an exciting and profitable venture with this roadmap.

AVAILABLE FROM



# ABOUT THE AUTHOR



Kamran Nasser is a business strategist and entrepreneur with over 20 years of business expertise. He draws his senior home care experience from firsthand knowledge with many peers who have struggled to find the right care solutions for aging parents. Recognizing a gap in the market, he launched NuevaCare in 2013.

In 2017, NuevaCare was recognized as one of the fastest-growing private companies in the United States. The company receiving additional commendations from the San Francisco Business Times and the Silicon Valley Business Journal for fast growth. A self-proclaimed bootstrapper, his business philosophy relies on maximizing existing resources and minimizing overhead.

NuevaCare was acquired by HCA in 2018, allowing Kamran to focus on his newest company, Captiva8.

He received his degree in Computer Science from San Francisco State University. When he's not working on his business ventures, he enjoys photography, art, piano, and pottery.

## AUTHOR HAS BEEN FEATURED IN

**Inc.**



## SAMPLE TOPICS

Talk to Kamran Nasser about launching a home care business, the senior care industry, and building a profitable business.



### Sample Interview topics:

- **The Next Business Boom: The Home Care Industry and How to Get in Now**
- **Not Finding Leads for Your Home Care Business: Try These 3 Methods**
- **Home Care Business Marketing 101: Everything You Need to Connect with New Customers**
- **Need More Customers for Your Home Care agency? One New platform is Matching Caregivers and Clients in Need in Record Time**
- **Five Clues Every Caregiver Should Look for to Prevent Senior Decline and Avoid Hospital Time**



TO DOWNLOAD A HIGH-RESOLUTION AUTHOR PHOTO AND BOOK IMAGE, CLICK HERE

# BOOK EXCERPT

## CHAPTER 1: BY WAY OF INTRODUCTION

*There is no place like home.*

The sentiment was true for Judy Garland's character, Dorothy Gale, in the classic 1939 movie *The Wizard of Oz*, and it applies to millions of seniors who struggle with their daily tasks.

By 2034, for the first time in United States history, the country's elderly population is expected to surpass the number of children.<sup>1</sup> The graying of America, as some call it, will primarily be driven by the 73 million-strong baby boomer generation that is turning 65 at an astonishing rate of 10,000 individuals per day!

Our aging population is requiring more care than ever before, a trend that's set to explode during the 2020s and 2030s.

The demand for home care services, in which caregivers help seniors with their daily nonmedical needs, has never been greater. Home care is a vital, challenging, exciting, and rewarding industry—and it might be the perfect career field for you.

If you're thinking about starting a home care agency or you want to supercharge your company's success, this book is for you. In it, I will share what I wish I knew when I started my home care company in 2013 in California with less than \$20,000 and a dream.

### Choosing home care

I was drawn to the market opportunity as well as to the desire to help older people and their families. There's a feel-good aspect of the home care industry, something that's missing in many other business opportunities.

But I had little knowledge when I entered this field. I didn't know where or how to hire quality and reliable caregivers, how to train them, how to find clients, or how to run other aspects of the business.

### Succeeding with hard work

It took lots of humility, effort, determination, and grit—but by 2017, my company was named (at number 206) to the Inc. magazine list of 500 Fastest Growing Private Companies in America, with a three-year growth of 2,103 percent.

The company was also ranked number

three in the Silicon Valley Business Journal's list of fastest-growing companies in Silicon Valley and number 13 in the San Francisco Business Times' list of fastest-growing companies in the Bay Area.

I was so proud of my dedicated management team and our achievement when the business was honored, particularly since there are so many other great technology firms and businesses that are heavily funded by venture capitalists in the San Francisco Bay Area. We were expanding more rapidly than companies that had raised hundreds of millions of dollars. That was a monumental achievement, which not only showed we were doing something right but also hinted at the enormous market opportunity ahead.

With the meteoric growth of the business, several larger companies became interested in acquiring us, and in 2018, I decided to make a successful exit, which allowed me to pursue other endeavors.

Those endeavors include my new company, CAPTIVA8, which helps home care agencies connect with potential customers through a customer engagement platform. Consisting of a 24/7 online chat tool and app, the platform reduces the time needed for agencies to match their caregivers with potential clients—from a matter of days to a matter of minutes.

I developed the idea of CAPTIVA8 while I was running my agency and used it to capture and engage with potential customers. The idea worked, and we tested and refined the process further, after which we decided to make it a standalone product and bring it to other agencies.

The decision to pursue home care for your loved ones is a heavy responsibility. CAPTIVA8 provides an efficient and effective method to match customers' needs with an agency's caregivers, providing peace of mind while streamlining efforts to generate leads.

### Starting your home care journey

My experience has showed me how difficult it is to enter the home care industry—and how rewarding it is to see your company succeed.

Think of this book as a curated collection of publicly available information, insights, and resources, all saving you from having to sort through a ton of data. As you establish your own home care company or endeavor to grow an existing agency at a faster pace,

you can use this book as a guide. Chapter 2 offers a broad look at the senior care industry, while chapter 3 highlights the different types of home care agencies. Independently owned agencies require fewer startup costs but more planning and effort to grow. Franchises come with higher initial costs but an easier path to stability.

Home care is a chicken-and-egg kind of business, featuring a balance between hiring and training caregivers and matching them with customers. If you don't have customers, the caregivers will find work with other agencies. Without a mix of caregivers, you'll struggle to land customers.

This process repeats for months—sometimes longer. You have to keep at it, to continue hiring and training caregivers and advertising and marketing and finding potential customers.

It's exhausting. But if you persevere, you'll land a few clients and you'll have the perfect caregivers for them, and then you'll start building income and confidence. Once you get the ball rolling, you can keep repeating the process, and the ball will roll faster and faster and the company will become easier to operate—your “flywheel” of success. That flywheel is fueled by marketing (chapter 5). Marketing is everything—the difference between your company's success and failure. We will discuss your company's flywheel model in depth in chapter 6. While your patients are your company's central focus, covered in chapter 7, caregivers also require attention and care, a topic that's addressed in chapter 8. In chapter 9, we take a look at innovation, new ideas, and the future of home care.

### Caring for millions

The home care industry will experience both opportunities and challenges in the coming years, and we need to be ready as they emerge. The next few decades will see us Caring for Millions of aging Americans—and they deserve the best care possible.

Here is my perspective on how you can help seniors live healthier, more fulfilling lives while you guide your company to new heights. Because there's no place like home, and there's no industry quite like home care.

*(Endnotes) 1 -Chapter 1: U.S. Bureau of the Census, “Older People Projected to Outnumber Children for First Time in U.S. History” (October 8, 2019), <https://www.census.gov/newsroom/press-releases/2018/cb18-41-population-projections.html>.*