

Home Health Care Business Plan

Sample plan for Compass Home Care Services (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Compass Home Care Services is a new home health care business based in [City, State]. We will serve seniors aging in place and adult children arranging care for parents, offering companion and personal care, respite care for family caregivers and dementia care. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$450,000, growing to \$647,000 by year three. Startup costs are estimated between \$34,500 and \$128,000. We are seeking \$81,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Home care businesses help seniors and people with disabilities live at home. The plan must cover the type of care (non-medical companion care or skilled home health), state licensing, caregiver recruiting and payer mix, from private pay to long-term care insurance and Medicaid programs.

Item	Details
Legal name	[Compass Home Care Services LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
Companion and personal care	[Describe]	[\$]	[\$]
Respite care for family caregivers	[Describe]	[\$]	[\$]
Dementia care	[Describe]	[\$]	[\$]
Skilled nursing visits (if licensed)	[Describe]	[\$]	[\$]
Transportation and errands	[Describe]	[\$]	[\$]

Revenue streams:

- Private pay hourly care
- Long-term care insurance

- Medicaid waiver or VA programs

4. Market Analysis

Target customers:

- Seniors aging in place
- Adult children arranging care for parents
- Patients recovering after hospital stays
- People with disabilities

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

6. Marketing and Sales

Planned marketing activities:

- Relationships with hospitals and discharge planners
- Senior living communities
- Local caregiver support groups
- Reviews and testimonials

Channel	Monthly budget	Goal
Relationships ...	[\$]	[#]

Senior ...	[\$]	[#]
Local ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- State home care or home health license [] obtained
- Background checks for caregivers [] obtained
- Medicare certification for skilled home health [] obtained
- Workers compensation and liability insurance [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Billable hours per week	Volume of care delivered.	[Target]
Caregiver retention	Turnover is very costly in home care.	[Target]
Gross margin per hour	Bill rate minus caregiver wage and taxes.	[Target]

Referral sources	Hospitals, discharge planners and senior communities.	[Target]
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10. Risks and How We Will Manage Them

Risk	How we will reduce it
Caregiver shortages	[Your plan]
Regulatory compliance	[Your plan]
Slow payments from insurers or programs	[Your plan]
Liability	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Licensing and accreditation	\$2,000	\$15,000	[\$]
Office setup	\$3,000	\$15,000	[\$]
Scheduling and care software	\$1,500	\$6,000	[\$]
Insurance and bonding	\$3,000	\$10,000	[\$]
Caregiver recruiting and training	\$3,000	\$12,000	[\$]
Marketing to referral sources	\$2,000	\$10,000	[\$]
Working capital reserve	\$20,000	\$60,000	[\$]
Total	\$34,500	\$128,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$450,000	\$562,000	\$647,000
Cost of sales	\$292,500	\$365,300	\$420,550
Gross profit	\$157,500	\$196,700	\$226,450
Operating expenses	\$149,625	\$164,588	\$177,754
Net income before tax	\$7,875	\$32,112	\$48,696

Example assumptions: 35% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$81,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
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Licensing and accreditation	[\$]
Office setup	[\$]
Scheduling and care software	[\$]
Insurance and bonding	[\$]
Caregiver recruiting and training	[\$]
Marketing to referral sources	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a home health care plan:

- Clarify whether you offer non-medical or skilled care.
- Show bill rate, wage and margin per hour.
- Explain caregiver recruiting and retention.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.