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Right at Home, Inc. Expands In-Home Personal Care Services to the UK

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October 21, 2009

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(OMAHA, Neb. – October 19, 2009) – Right at Home, Inc., a leading provider of in-home companion and personal care assistance has begun its international expansion with the addition of its first Master Franchise in the United Kingdom, announced Allen Hager, founder and president of Right at Home. With more than 165 local franchises in 41 states, Right at Home will expand into the UK under a Master Franchise Agreement with Ken Deary who will open the initial location in Preston, England. The company's international expansion begins as Right at Home is expecting to grow domestically by 25 percent in 2009.

“The need for skilled and compassionate in-home elder care has no geographic boundaries,” Hager said. “Our goal is to keep as many elderly and disabled adults living a quality life in the comfort of their own home for as long as possible. We feel that our expansion into Europe is a logical first step in our international expansion efforts.”

In 2008, the senior population in the United Kingdom accounted for 16 percent of the population, according to the Office for National Statistics in the United Kingdom. By 2033, seniors will account for 23 percent of the population.

Deary is a past McDonald's franchisee, and a recipient of one of its most prestigious recognitions, The Golden Arches Award. In addition, he has been recognized as the Franchisee of the Year by the International Franchising Association.

“Right at Home is an outstanding company to work with and their people are motivated to be the best. They have proven they can help us succeed in this highly competitive market,” Deary acknowledged. “Right at Home and its franchisees share the same business philosophy, which is to deliver in-home care with 100 percent customer satisfaction. I am proud to be the first Master Franchisee and a key part of their initial international efforts.”

“Elders in America and Europe face many of the same opportunities and challenges,” Deary added. “Individuals and families are seeking compassionate and flexible domiciliary care services that allow them to stay in a familiar and comfortable environment for as long as possible.”

Hager cited a few reasons for choosing the United Kingdom as Right at Home's first international expansion. “The reality is there are people who are able to pay privately for our services here and in the United Kingdom despite the economic downturns we're seeing globally,” Hager added. “Culturally, the United States and the United Kingdom are somewhat similar. Also, similar to our own Medicaid system, their National Health System is overwhelmed by the sheer number of seniors needing home care assistance.”

About Right at Home®

Right at Home® offers in-home care and personal care assistance to seniors and disabled adults who want to continue to live independently. Right at Home directly employs all caregiving staff, each of whom

are thoroughly screened, trained and insured prior to their entering a client's home. All ongoing care is monitored and supervised by local independent Right at Home franchisees. Right at Home's national office is based in Omaha, Neb. with more than 165 franchise offices throughout the United States and the UK. For more information on Right at Home, visit the company's Web site at www.rightathome.net. To read the Right at Home caregiving blog, visit <http://www.rightathome.net/>. To sign up for Right at Home's free adult caregiving e-newsletter, Caring Right at Home, please go to www.caringnews.com.

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