

Two Years Later: How BrightStar Care® Has Made An Impact on Communities Across the Country During the COVID-19 Pandemic



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About BrightStar Care®



BrightStar Care® – A Higher Standard™



FOREWORD

As the COVID-19 pandemic swept across the globe in 2020, it affected businesses everywhere—from restaurants shutting their doors to retailers implementing new protocols. Still, no industry was impacted quite like healthcare.

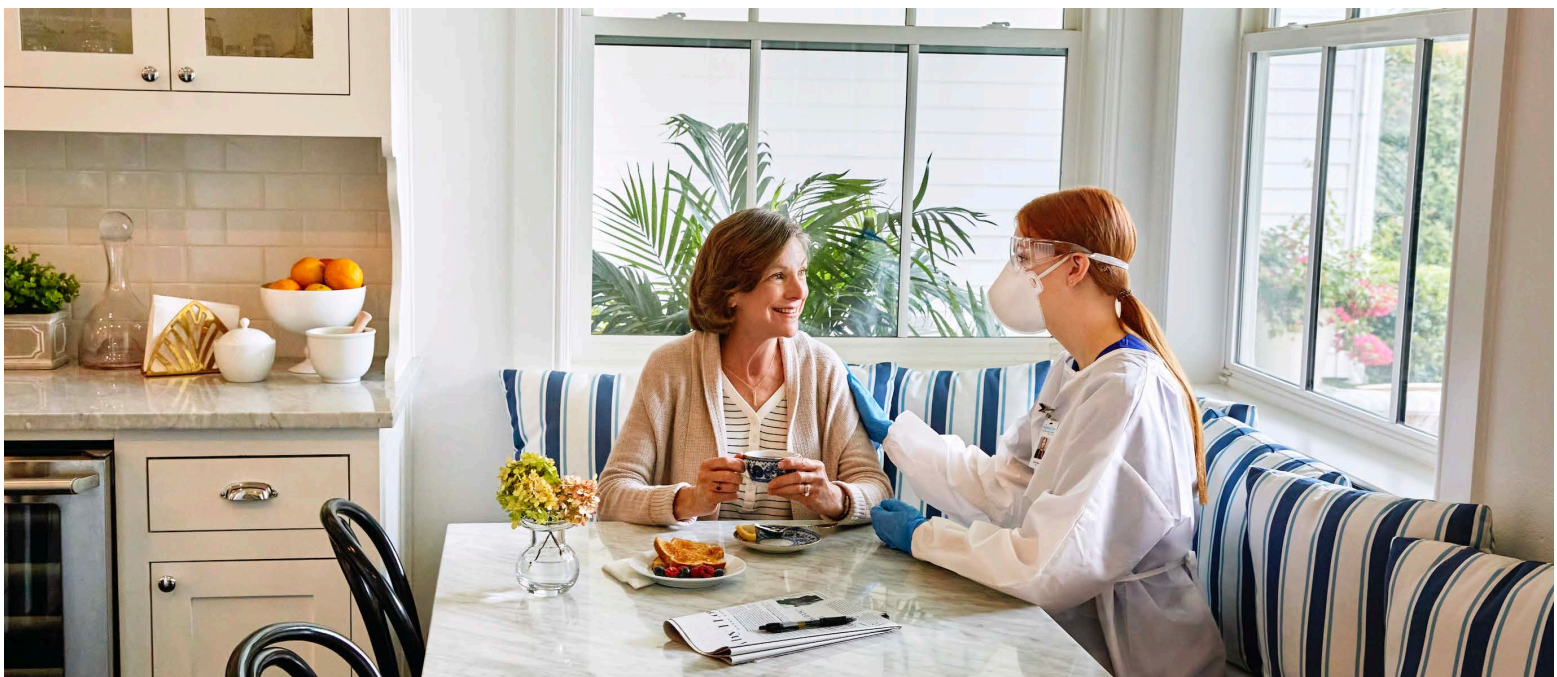
As families were unable to see their loved ones for months at a time and hospitals were becoming overwhelmed, seniors were left isolated and the demand for medical staff skyrocketed. Two years after the pandemic began, severe COVID cases are steadily declining thanks to people taking the proper protocols and getting vaccinated.

As we cross our fingers that the decline in COVID cases is here to stay, we're taking a look back on how BrightStar Care® impacted communities across the country during this unpredictable and challenging time.



STEPPING IN TO KEEP COMMUNITIES SAFE

As any medical expert will tell you, one of the best ways to prevent a virus or disease from spreading is to take precautionary steps. From PPE- personal protective equipment- to COVID-19 testing, screenings and vaccines, BrightStar Care took quick action to keep our caregivers, patients and their families safe.



DISTRIBUTING PPE

Within a month of the pandemic sweeping across the U.S., BrightStar Care was able to stockpile \$2 million worth of PPE. Because masks and respirators were in such high demand, CEO Shelly Sun knew she had to be proactive. In March of 2020, she and the BrightStar Care team began using their connections and reaching out to manufacturers worldwide.

Thanks to the team's relentless efforts, franchisees knew just how lucky they were to get their hands on this life-saving equipment and used it as an opportunity to give back. New franchisees in particular who were beginning to build connections with local health care facilities delivered PPE baskets full of face masks, hand sanitizers, gloves and other items to health care providers in their communities.

PROVIDING COVID-19 TESTING AND SCREENINGS

Of course, one of the best precautions to take during a pandemic is to get tested. Throughout the past few years, dozens of nurses with BrightStar Care agencies have been volunteering at local COVID-19 testing sites.

Some of our BrightStar Care locations have even set up their own- like our Bluffton location serving the Hilton Head market. They partnered with the town of Hilton Head Island to open a much-needed, free testing site in the community. This new drive-thru testing location offered a safe, socially distanced option and alleviated some of the immense pressure and high demand on surrounding sites.

Meanwhile, other BrightStar Care locations helped local businesses navigate the pandemic. Because our diverse business model includes medical staffing services, our franchisees were able to help companies implement preventative measures by interviewing employees with health screening questions, conducting temperature screenings, documenting employee answers for HR files and screening staff members at the beginning of their shifts.



BRINGING VACCINES TO THOSE WHO NEED THEM MOST



Of course, BrightStar Care also distributed the most important thing of all when it comes to combatting the pandemic: vaccines. In March of 2021, a year after the pandemic began and at the height of the vaccine rollout for high-risk populations like seniors and those with disabilities, our franchisees stepped in to help them get their doses.

Because there was such a high demand for the vaccines, they were rapidly produced and distributed. The only problem? They each had an expiration date, and if facilities couldn't distribute the vaccines quickly enough, they would go to waste.

That's why BrightStar Care of Leesburg, VA stepped in to help. Betty Raffel, the general manager of Lansdowne Woods in Virginia, had been on the waitlist for months to get vaccines for her senior residents. She reached out to several local organizations trying to find help, including the Leesburg-based BrightStar Care.

They connected her with the owner of a pharmacy company, who would contact her when more vaccines became available. Within just two days, the BrightStar Care staff of Leesburg, VA assisted Lansdowne Woods's staff in providing over 500 doses of the COVID-19 vaccine. Some BrightStar Care nurses even traveled to administer the vaccine to homebound residents.

BrightStar Care Vice President of Naples and Ft. Myers, FL Susan Nimnuan was also able to secure vaccine doses for her in-home and homebound patients, many of whom had been on the waitlist for months, especially since there were such limited options when it came to being able to get the vaccine without having to physically go to a distribution site.

"These seniors are at home, most of them have a cognitive disease whether it's Alzheimer's disease, dementia Parkinsons, ALS, and they're vulnerable, and they don't have the means to get out and get the vaccine," Susan explained.

USING OUR HOME HEALTH CARE FOR GOOD

One of the most rewarding parts of being a BrightStar Care franchisee is that there are so many ways to help your community. When the pandemic hit, we knew that many would be turning to us as a resource for how to care for their homebound loved ones.

From providing helpful tips online to opening new locations to provide better access to in-home care, we were eager to help.

SERVING AS A VALUABLE RESOURCE

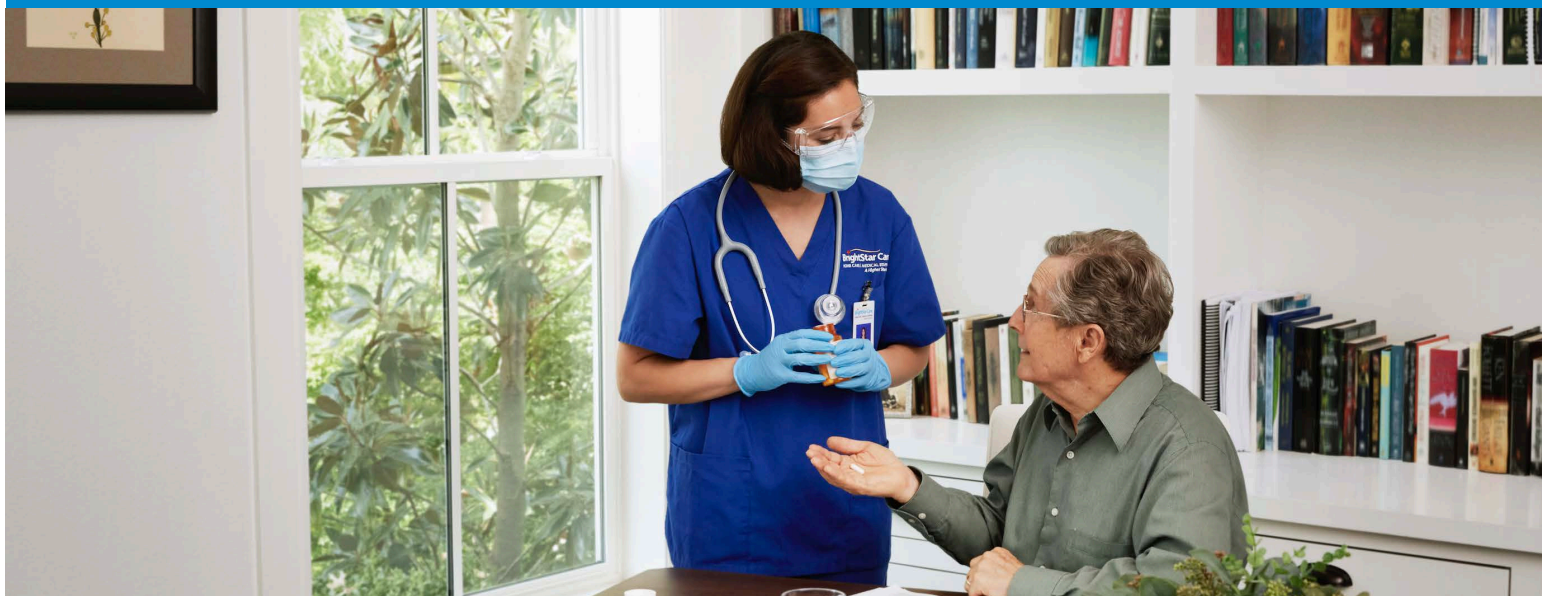
When it comes to seniors, it's essential to keep them active and up-to-date on everything going on around them—especially for those experiencing memory loss. When the pandemic hit, many families were scrambling with what to do.

After all, most of us have never experienced a pandemic of this magnitude. People everywhere were struggling with how to go about explaining the situation to an elderly relative all while they were trying to navigate it themselves.

Throughout each stage of the pandemic, we aimed to provide valuable content by using the number one resource people turn to for information: the Internet.

We published blog articles providing tips for families on how to bring up topics like the COVID-19 vaccine and explain to their loved ones why it's so important they receive one.

We also shared ideas on how they could help seniors with Alzheimer's stay active during the pandemic and when the end of the year rolled around, we guided them through how to navigate an unconventional holiday season.



FILLING THE HOME HEALTH CARE GAP

Another way we helped communities cope with the ongoing pandemic is simply by opening more locations to fulfill the rapidly growing demand for home health care.

Colorado-based franchisee Chris Jackson opened his BrightStar Care of Greeley location shortly before the pandemic began. Little did he know how important his new business would become within its first few months.

In March of 2020, he and his team quickly switched gears to network with others in the community and provide much-needed care to as many people as possible. His team even provided COVID screenings for local aviation and beverage companies.

Within his first year in business, he secured a partnership with the Weld County Department of Human Services providing medical assessments and care management for children going through the foster care program.



PROVIDING OPPORTUNITIES FOR MISSION-DRIVEN ENTREPRENEURS TO GIVE BACK

When it comes down to it, our mission is quite simple; it's all about helping people. Several of our franchisees, like Jill and Todd Starcevich of North Carolina, chose BrightStar Care because of the high demand for our services, immense growth potential and because they felt a personal connection to our mission.

Both of them had parents who required in-home care before they passed away, so they experienced firsthand how important it is for families to have reliable, home health care options. They also looked forward to the positive impact their business would have on the local community.

"We like how we are a big source of hiring, and as we grow our business, we'll create jobs," explained Todd.



Meanwhile, Ohio-based franchisees David and Giselle Bardwell also connected with the mission and core values of BrightStar Care from the caregiver side. They were once both the primary caregivers for elderly relatives. Giselle took care of her mother after she suffered a mild heart attack in 2016 and experienced how difficult it can be to balance family matters, a career and caring for an aging parent.

On the other hand, David was a teenager when several of his relatives lived with his family during their final years. He took note of how these adults needed the same level of care that his younger siblings did, and it sparked a whole new level of admiration for caregivers everywhere.



About BrightStar Care®

BrightStar Care is one of the nation's leading premium home health care and medical staffing companies providing the full continuum of care, from homecare to supplemental staffing for corporate clients such as nursing homes and physicians. Founded in 2002, we have grown to over 360 locations represented by over 200 small businesses across the United States since we began franchising in 2005. Independently owned and operated BrightStar Care franchise owners serve over 20,000 families through the care provided by over 15,000 certified nursing assistants and over 2,500 nurses.

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Just as we did throughout the pandemic, we look forward to continuing to serve our clients in their homes, providing comfort, a structured routine and, most importantly, a friendly face when they need it the most.

As the \$97 billion home health care market continues to grow, more communities than ever need skilled, in-home medical care. With our five revenue streams of Companion Care, Personal Care, Home Health Care, National Accounts and Medical Staffing, the business model for BrightStar Care is rewarding and a scalable business model-with uncapped revenue potential. If you're looking to join a franchise with a proven system, supportive corporate team and plenty of opportunities to make a positive impact on your community, contact us today to learn how you can open a BrightStar Care location in your area.




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For more information, call (877) 689-6898 or visit

www.brightstarfranchising.com/home-care/