

## Services Provided are Critical to Clients

For the past several years, J.D. Power and Associates has been conducting research among clients and CAREGivers<sup>SM</sup> for the Home Instead Senior Care® network—a provider of in-home, non-medical care for seniors.

To better understand the key drivers of customer satisfaction and to improve the overall experience for clients and CAREGivers, Home Instead commissioned J.D. Power to conduct satisfaction studies among both groups.

The CAREGiver Satisfaction Study measures satisfaction in five primary factors: Job Duties, Staff Quality, Training, Pay and Benefits, and Company Performance. The Client Satisfaction Study evaluates four factors: Service Set-Up, Services Provided, CAREGiver, and Fees.



In the Client Satisfaction Study, Services Provided is the single-most-important element of the home care service experience, and comprises 35% of overall satisfaction. The Services Provided factor measures the following attributes:

- The variety of services provided
- The responsiveness of the office staff
- The ease of scheduling services

Users of home care services are more satisfied when they are provided with services they deem necessary. One of the most important considerations for choosing a home care service provider is the availability of various service options that meet an individual's needs.

Responsiveness of the office staff is also an important contributor to the home care service experience. Satisfaction is higher when the franchise office stays in touch with clients. Clients are more satisfied when they are contacted monthly.

Another important element is the relationship between the CAREGiver and the client. CAREGivers develop relationships with their clients that rely on trust, dependability, and friendliness. Therefore, matching clients with the right CAREGiver for their particular situation is an important aspect in creating a positive experience. The variety of services provided, coupled with a strong CAREGiver relationship, together create a positive experience for Home Instead home care clients.

### Client Comments

“[I have received] outstanding service and communication. [The services provided] have allowed my mom to stay in her home, and we very much appreciate [Home Instead] services.”

—Client survey response

“My mother had helper services from July 2009 to April 2010, 8 hours/ week, but when she came home from rehabilitation/ hospital in [2010], [she required] more help. She had three outstanding Caregivers who cared for her [and] helped her recover. Thanks to each of them.”

—Client survey response

### A Message from Home Instead

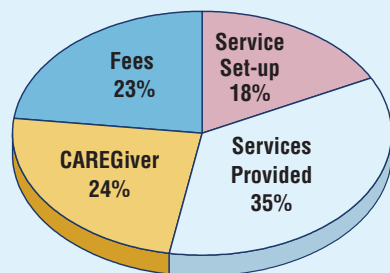
The Home Instead Senior Care network of locally-owned businesses has been committed to creating extraordinary relationships between clients and CAREGivers for 16 years. Home Instead services enhance the lives of seniors and their families. We understand that relationships are built on trust, communication, and support, and that's why each Home Instead office is committed to offering the highest level of service by maintaining positive relationships between CAREGivers and clients, as well as with the office staff who support each client and their individual needs.

Jeff Huber

President and COO, Home Instead, Inc.

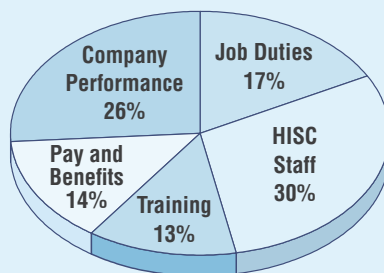


### Client Satisfaction Factors



Source: Home Instead Proprietary Client Satisfaction Study

### CAREGiver Satisfaction Factors



Source: Home Instead Proprietary Caregiver Satisfaction Study