

# SUCCESS ON THE BANKS OF

## SWITZERLAND FINDS MODEL FOR SENIOR CARE IS UNIVERSAL



Paul Fritz, far left, and new franchisees on the balcony of the Switzerland home office in September 2008. The group had just finished their first training course.

*Happenings Magazine has begun new features to profile the great stories of our North American Franchise Owners and our International Franchise Partners.*

### *“Läb dehei!”*

Translated to English, it means “Live at home.” In any language, it’s the ultimate goal that Home Instead Senior Care International Franchise Partner Paul Fritz and his team have for the growing senior population in Switzerland.

The idea to serve seniors was born from his previous career and that of his partner, Katrin Schindler. Previously, Paul was the CEO for a real estate and construction company that plans, builds and sells high-quality, barrier-free living for the elderly. Katrin has worked with seniors all her life, including as a manager in an assisted living facility.

Paul learned about Home Instead Senior Care through a mutual friend and was impressed. He credits Katrin

with urging him to seize the opportunity and starting a venture the couple could participate in together.

“I’ve worked in different industries and have enjoyed that,” he says. “But Home Instead Senior Care is a kind of business where you can do something meaningful with your work.”

In 2007, he became the International Franchise Partner for Switzerland. The pilot office is in Basel, a Swiss-German city of about 165,000. The city sits on the banks of the Rhine River, just across the border from France and Germany.

Nearly 1.1 million people in Switzerland are 65 years or older. That’s 16 percent of the population, and a percentage that’s growing quickly. By 2010, the number of seniors is projected to grow to almost 1.3 million; by 2025, to more than 1.7 million.

“Our government does a great job to make sure that seniors’ health care needs are taken care of,” says Paul. “Nevertheless, there are seniors who are lonely or needy and, of course, many have a wish to stay at home rather than move to a care facility. We aim to complement the government services with what Home Instead Senior Care does best, to keep seniors at home and make their life as joyful as possible.”

Paul’s decision to start a franchise wasn’t made lightly, he says. Though the country is renowned for its comprehensive health care system, it had no national brand for non-medical, private-pay care for seniors. What’s more, there was no guarantee the North American model would work there.

“Most people told us it couldn’t be successful here, with a different culture, different people, different thinking—just different,” he says. “But our clients have proven to us that we have made the right decision.”

He says the North American model has provided a firm foundation for his success.

# THE RHINE

# Heart of a CAREGiver

“Instead of saying, ‘That may work in America, but not in Switzerland,’ we had to learn about it and try. It’s proven to be the right way. We have followed the recommendations to the best of our abilities first, and then made any necessary changes. More than 90 percent of our work continues to follow that model.”

Paul says he believes the growth he’s achieved is truly a joint effort.

“It’s the sum of a lot of details. Everyone in the home office and particularly the Global Business Group is part of the great support the franchise partners get in order to increase their business. We’re glad to be able to offer a wonderful, needed service to increase the quality of life to seniors in Switzerland.”

Since the partnership began in 2007, customer level revenues for the pilot franchise have grown 400 percent. Today, Paul has four franchisees in Switzerland and, in September 2008, became an International Franchise Partner in his home country of Austria.

“I grew up in a big family on a small mountain farm in Austria. My parents taught us that giving joy and happiness to others is of much value – more than money can be. I am lucky enough to be able to combine both worlds in a great company.” ■

By 2016, there will be 1.15 million personal caregivers in the American workforce – a 66% increase over today’s 767,000. The U.S. Bureau of Labor Statistics forecasts personal and home care aides to be the second fastest-growing job in the nation over the next decade.

In response to these statistics, “Heart of a CAREGiver” was selected as the First Quarter 2009 PR campaign. The program’s objective is to increase awareness of personal caregiving as a profession and to compel compassionate people to choose it as a career. “Heart of a CAREGiver” is a recruitment toolbox filled with strategies designed to help you drive top performers toward a career as a CAREGiver with Home Instead Senior Care. The campaign also addresses the need to retain the excellent CAREGivers we already have by offering tips to keep them happy and engaged. Networking strategies and messaging suggestions targeted to a variety of audiences are also included to help position you as the Employer of Choice.

“Heart of a CAREGiver” materials will arrive in your office in mid-December for a January 1 launch. This program offers brand awareness for Home Instead Senior Care, educates the public on the need for professional caregivers, and provides useful tools to grow your CAREGiver pool. Your involvement prepares your business for the oncoming age-wave, ensuring outstanding care to the rapidly aging American population well into the future.

The marketing team at the Home Office offers quarterly public relations (PR) programs to help increase awareness of Home Instead Senior Care, its Franchise Offices and the issues facing seniors today. These are research-based programs commissioned specifically for Home Instead Senior Care use and designed with your success in mind.



Home Instead Schweiz  
AG International  
Franchise Partner  
Paul Fritz with Jo  
Herrmann, the  
first franchisee for  
Switzerland.