

HOMECARE AGENCIES

REFERRAL PACKET

UNICITY

CARE MANAGEMENT

HOMECARE

THIS IS WHERE WE STARTED

Built from direct experience operating a homecare agency.

Gregory Brun built Unicity from direct experience running a homecare agency — and identified, with precision, the single constraint that was limiting growth

The constraint wasn't referrals. It wasn't staffing. It wasn't market demand. It was the absence of structured care management embedded in the model.

Families came in overwhelmed, without a clear picture of what their loved one truly needed. Care plans were reactive, written for discharge, not for sustainability. Complex cases, the ones with the highest potential, failed early or chronically underperformed because there was no clinical infrastructure to hold them together.

We identified a consistent pattern across every case that struggled:

- **Families were overwhelmed**. They arrived reactive, without orientation or a stable point of contact — making onboarding harder and early dropout more likely.
- **Care plans were reactive.** Written to satisfy intake, not to anticipate clinical progression or family dynamics. Cases drifted without structured oversight.
- **Complex cases failed early**. The highest-potential cases are medically complex, high-hour, long-duration, and were also the cases most likely to break down in the first 60 days.

By embedding structured care management directly into the model, a proactive assessment, coordinated care planning, ongoing oversight, and family stabilization — the results were measurable and consistent:

- Higher conversion of complex, high-acuity cases
- Longer average client duration
- Increased weekly billable hours per case
- Reduced friction across families, caregivers, and staff

"Complex cases didn't fail because families didn't care — they failed because no one was managing the complexity. That was our job to own."
— Gregory Brun, Founder

THE REAL PROBLEM

MOST AGENCIES ARE NOT LIMITED BY LEADS.

They are limited by what happens after intake.

Breakdowns occur in predictable ways:

- Complex cases fail to convert
- Discharges become unstable
- Families lose confidence
- Internal teams get pulled into constant problem-solving
- Clients reduce or stop services

Over time, this reduces:

- Revenue per client
- Retention
- Referral flow
- Operational efficiency
- Market reputation

These are system issues—not staffing issues.

Unicity Care Management is that solution. We provide the clinical infrastructure that stabilizes complex cases, supports families through the process, and keeps cases active longer. This enables your agency to grow without being constrained by the weight of its most difficult cases.

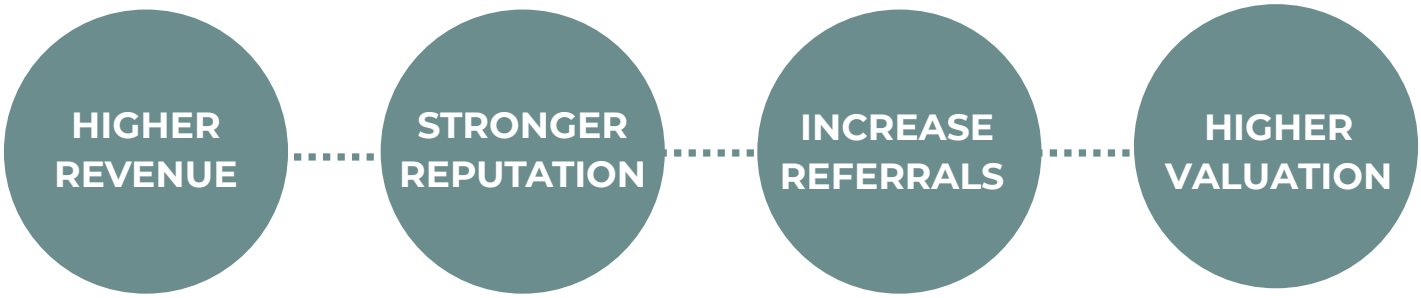
WHY QUALITY DRIVES GROWTH & VALUATION

Quality of care is the foundation of business performance.

When care is structured and coordinated:

- Clients stay longer
- Hours increase naturally
- Families refer more
- Staff operate more efficiently

This compounds into:



Agencies that deliver consistent outcomes:

- Grow faster
- Retain clients longer
- Command stronger market positioning
- Unicity makes that consistency repeatable.

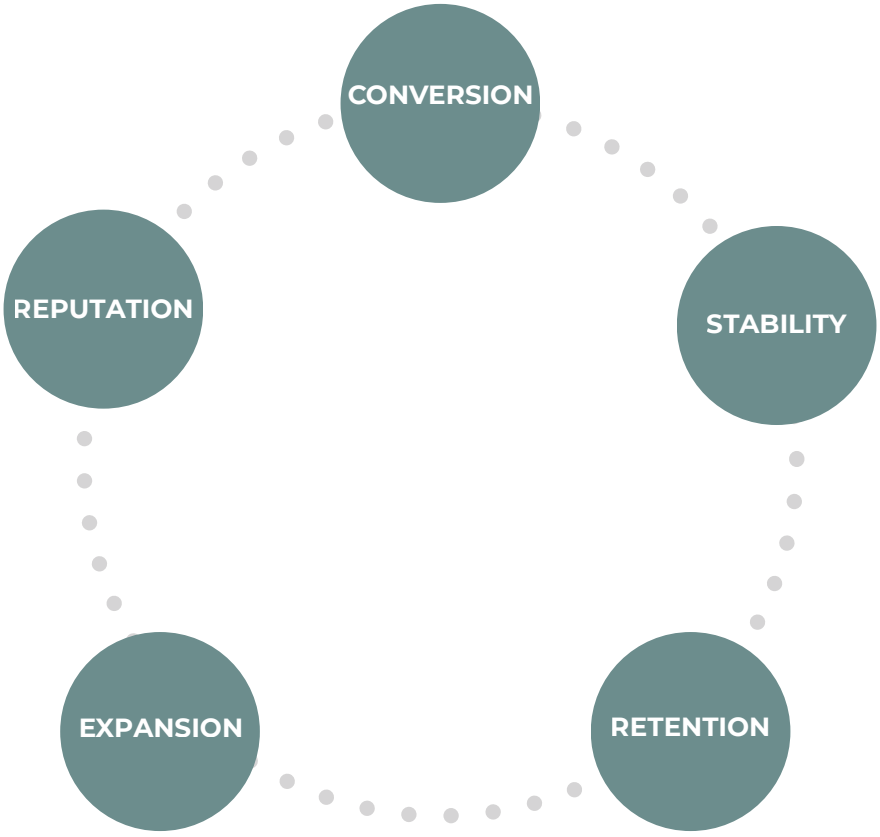
THE UNICITY OPERATING SYSTEM

UNICITY WORKS ALONGSIDE YOUR TEAM.

We bring the clinical depth and coordination infrastructure that makes your most complex cases stable, your families confident, and your caregivers supported. You continue doing what you do. We handle the layer that determines whether it holds together.

This is a partnership. Your agency remains the provider. We become the clinical backbone behind your hardest cases.

WE FOCUS ON IMPROVING:



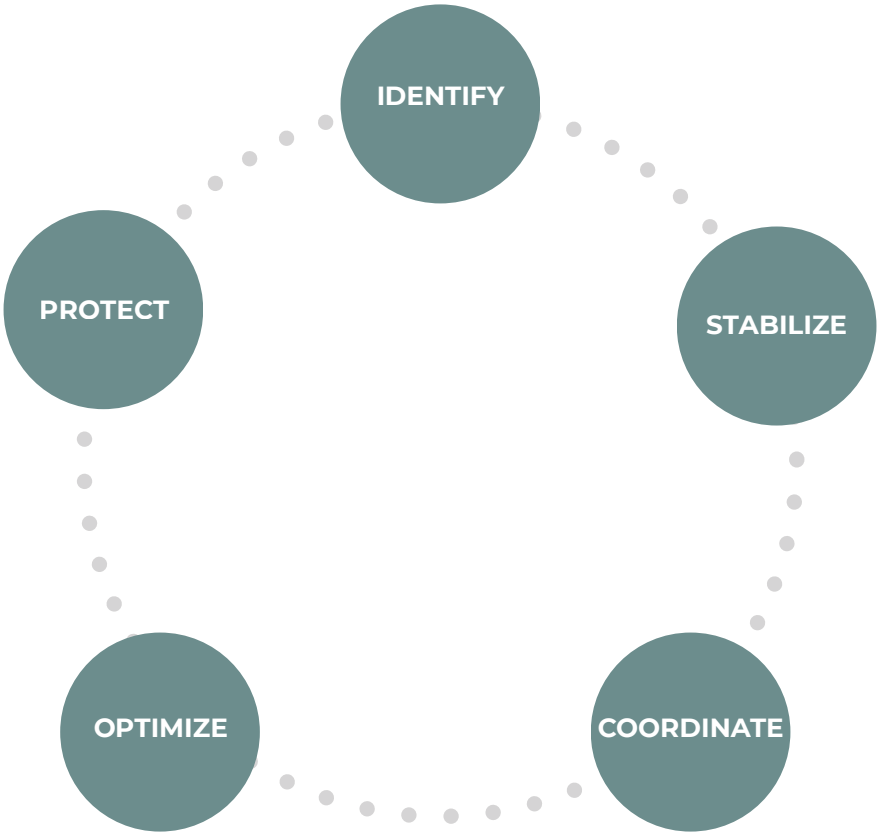
UNICITY
CARE MANAGEMENT

OUR METHODOLOGY

MOST CARE BREAKDOWNS ARE NOT RANDOM.

They follow the same patterns, at the same points in the case, for the same reasons. A defined system anticipates those points and intervenes before they become problems. That is what separates cases that hold from cases that don't.

EVERY CASE FOLLOWS A DEFINED SYSTEM:



UNICITY
CARE MANAGEMENT

OUR METHODOLOGY

1 IDENTIFY

We help your team identify which cases require structured coordination.

We focus on:

- High-acuity clients (dementia, fall risk, post-discharge)
- Families with unclear decision-making
- Situations with potential instability
- We also identify:
- Barriers to starting care
- Misalignment between expectations and reality

Outcome:

- *More cases convert successfully, with fewer delays or objections.*

2 STABILIZE

The first 7–14 days determine the future of the case.

We:

- Align all family stakeholders
- Clarify expectations and responsibilities
- Address safety and environmental concerns
- Establish communication structure

Outcome:

- *Stronger onboarding, reduced early cancellations, higher trust.*

3 COORDINATE

We act as the central coordination layer for selected clients.

We:

- Communicate with providers and external services
- Manage appointments and follow-ups
- Keep all stakeholders aligned
- Serve as a consistent point of contact for the family

Outcome:

- *Reduced chaos, smoother operations, higher satisfaction.*

OUR METHODOLOGY

4 OPTIMIZE

Care needs evolve, and most agencies react too late.

We:

- Reassess needs continuously
- Identify when care should increase
- Adjust plans proactively
- Guide families through longer-term decisions

Outcome:

- *Higher revenue per client and longer case duration*

5 PROTECT

The first 7–14 days determine the future of the case.

We:

- Align all family stakeholders
- Clarify expectations and responsibilities
- Address safety and environmental concerns
- Establish communication structure

Outcome:

- *Stronger onboarding, reduced early cancellations, higher trust.*

ROLES & RESPONSIBILITIES

Clarity is critical.

Homecare Agency Owns:

- Intake and assessment
- Compliance and homecare care plan
- Caregiver management and scheduling

Unicity Owns:

- Care management intake and assessment
- Care management care plan
- Coordination across all stakeholders
- Family alignment and communication
- Case stabilization and monitoring
- Escalation management

Key Principle:

You own the care delivery.
We ensure the case performs.

OPERATIONAL INTEGRATION

We integrate directly into your operations.

- Communicate within your team
- Follow your communication protocols
- We focus only on selected high-impact clients.

For Growth and Embedded partnerships:

- Participate in case review discussions
- Provide structured updates and risk flags
- Recommend adjustments based on real-time conditions
- We are embedded—not parallel.

CASE EXAMPLE

A typical client:

- 30 hours/week
- ~$40/hour
- ~$4,800/month
- ~6-month duration

Without structured coordination:

- Families feel uncertain
- Care fluctuates
- Cases end earlier than expected

With Unicity:

- Families are guided and supported
- Care remains consistent
- Needs are reassessed proactively
- Issues are resolved early

This often results in:

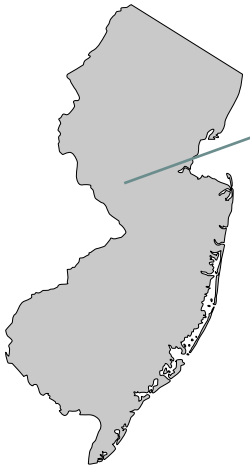
- Longer duration (8–9 months vs 6)
- More consistent or increased hours

Impact:

- Stronger client relationships
- Increased total value per client
- Improved family experience and referrals

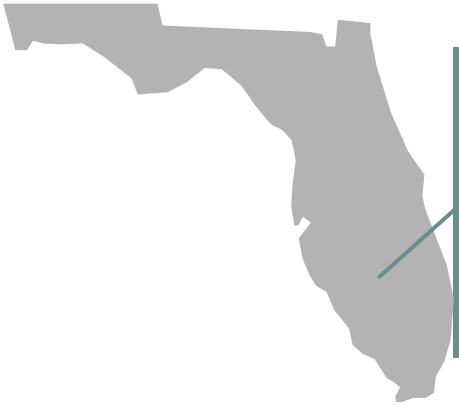
Even one stabilized and extended case can significantly impact monthly revenue and long-term growth.

LOCATIONS



SERVICING

BERGEN, PASSAIC, ESSEX, MORRIS, SOMERSET, UNION & HUDSON COUNTIES



SERVICING

PALM BEACH & BROWARD COUNTIES



SERVICING

ROCKLAND COUNTRY

UNICITY

CARE MANAGEMENT

WORK WITH US



OFFICE
888.609.8008

DIRECT
551.399.6646

EMAIL ADDRESS
mdidia@unicitycaremanagement.com

WEBSITE
unicitycaremanagement.com

UNICITY
CARE MANAGEMENT