

LOCAL NEWS

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2020 PROJECT

business spotlight

ComForCare in Northern Michigan receives national recognition as New Franchise of the Year

By Jim Akans

"Commit your actions to the lord and your plans will succeed!" Proverbs 16:3 (full chapter).

ComForCare in Northern Michigan, a faith-based, in-home care company, has achieved the seemingly impossible. In just 18 months, the Northern Michigan franchise has catapulted from a new territory expansion start-up business to being recognized by their corporate headquarters with the coveted "Sprinter Award," best new franchise under 2 years. Honoring their outstanding growth, commitment to the service of their clients and to the service to the communities they serve. They received not only the Sprinter Award, they also received the "212-degree Act Kindness Recognition" and a "Milestone 1500 Award," they were presented at the company's national convention in St. Louis, Missouri on November 11th.

ComForCare Franchise Owner and President, Steve Ralston, states, "For a franchise here in small town rural America competing with franchises across the country, some in major metropolitan areas, receiving the Sprinters Award is a nearly impossible accomplishment. I feel we have truly arrived, and that our success is because of our faith, the heart and passion our staff, and caregivers. The overwhelming support of our communities and our referral agencies. The Lord has blessed us with the clients and caregivers we have."

Ralston adds, "When I started this franchise two years ago, I knew that God would take us in whatever direction he wanted us to go. Earning the Sprinter Award, competing with franchises in much larger areas, is not something that is typical in a smaller market. We are

humbly honored and it was a great surprise, we really feel this is to be shared with all of our communities because it took a village.

Building on 20 plus years of experience, expertise and tools of the parent Bloomfield, Hills Michigan-based ComForCare Holdings, Inc. which has now expanded to over 200 franchises across the country, the Northern Michigan franchise serves Grayling, Gaylord, Cheboygan, Petoskey, and Grand Traverse area and all counties in-between. Steve Ralston, who is also a 20 year retired U.S. Army veteran, and former IT executive with EDS and HP Corp leads the local team consisting of his wife, Tammy Ralston (Co-Owner), their daughter, Carrie Butler (Operations Manager), Rebecca Gehringer, LPN (Training Supervisor), and Jennifer Akans, (Master Scheduler and Executive Assistant). Each brings a heart to serve with faith as the foundation of their passion for their work. The ability to fulfill that passion through the variety of services ComForCare provides is central to the mission of their organization.

ComForCare offers superior in-home services for seniors and VA veterans throughout Northern Michigan. As the senior citizen population in America continues to grow at an unprecedented rate, services designed to help seniors remain comfortably, independently and safely at home as they age are more vital than ever before.

with faith, and honor the industry with our high touch front loaded process," states Steve Ralston. "We see a huge need for this service in the northern Michigan area. I spent a great deal of time researching the companies offering non-medical respite care for seniors and was very impressed with heart and experience, training, and franchise coaching of the ComForCare Holdings corporate business model and suite of services.

Statistics reveal that in 1996, 33 million people turned 65 - they are now 85. In 2006, over 37 million people turned 65 - they are now 75, and in 2011, over 41 million people turned 65 - they are now in their 70's. Furthermore, since 1996 nearly 112 million people are plus 65 and growing at even a faster rate. Today 10,000 people are turning 65 yrs. old every day in this country and will for the next 15 years. At this rate an additional 54.7 million people will start to consider home care, over half of our current population. More people are living to be 100 years old than any time in our history

ComForCare' vast array of customized client services include:

- Health; Medication reminders, Escorted doctor visits, Safety supervision, Hydration, Assistance in and out of bed
- Companionship; Assist w/ Everyday Living skills, Be the friend they need, Assist in arts and crafts

- Hygiene; Bathing and grooming, Incontinence care, Shower supervision
- Home; Assistance around the house, Fall protection, Light housekeeping, Dishes and laundry, Meal prep and planning
- Personal; Family respite, Plan daily schedules, Transportation, Shopping, Assist w/ dressing
- Staff; Certified Nurse Assistants (CNAs), Home Health Aids (HHAs), Personal Care Aids (PCAs) and Companions, 24 hr. Live-in, and 24 hr. hospice assist

Their staff of professionally trained and thoroughly screened caregivers includes an on-staff nurse that conducts home assessments, develops a care plans specifically tailored to each client's needs, and trains the caregiver for those specific needs.

They also provide 24/7 on-call telephone reassurance and urgent situation assistance, so help is always available when needed. A complete list of services available can be found on the ComForCare website: www.ComForcare.com/NorthernMI. The Gaylord office services a wide geographic range throughout northwest Michigan, with plans to expand to Traverse City this winter.

ComForCare is located at 814 S. Otsego Avenue, Suite C in Gaylord. To contact ComForCare Northern Michigan call (989) 448-2778.



The staff at ComForCare includes (left to right); Tammy Ralston (Co-Owner), Jennifer Akans (Administrative Assistant, Coordinator), Carrie Butler (Operations Manager), Rebecca Gehringer, LPN (Training Supervisor) and Steve Ralston (CEO and Franchise Owner). PHOTO BY JIM AKANS



Carrie Butler and Steve Ralston (at right) receive the "Sprinters Award," "212-degree Kindness Award" and a "Milestone Award," from Joe Cadovich, ComForCare National Accounts and Business Coach at the company's annual meeting in St. Louis, Missouri on November 11.

PHOTO BY JIM AKANS

"We want to do it right,

ComForCare
OF NORTHERN MICHIGAN - HOME CARE



Steve Ralston President/Owner
Carrie Butler Director of Operations

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