



Family &  
Nursing  
Care®  
*Since 1968*

*50 Years of Caring.*

**ANNUAL REPORT 2018**



# Letter from Neal



As we celebrate our 50th anniversary, it's surreal to reflect on how much has changed. When my mother, Sandy Kursban, founded Family & Nursing Care in 1968, the idea of "home care" was in its infancy.

Today, home care is becoming more of a necessity than a luxury. Why?

- The number of Americans ages 85 and older is projected to more than triple from 5.8 million in 2010 to over 19 million by 2050. ([The New York Times](#))
- The average hospital length of stay decreased 44 percent from nine days in 1990 to five days in 2017; patients are being discharged "sicker and quicker," and are in need of support after returning home. ([U.S. Department of Health and Human Services](#))
- The above shifts have resulted in higher acuity and more complex needs in senior living communities, creating a greater need for additional support beyond what communities are designed to provide.

For 50 years, we have provided innovative home care services for older adults, and we will continue to do so. The changing healthcare environment presents us with an unprecedented opportunity—and moral imperative—to profoundly improve the quality of life for more aging adults and families than ever before. The following report details 2017's accomplishments and initiatives that will allow Family & Nursing Care to continue as the industry leader for the next 50 years and beyond.

*Neal Kursban*

Neal Kursban, CEO

## In 2017 we...



Served  
**1,527**  
families



Received  
**6**  
local & industry awards



Donated  
**\$140,000**  
to area nonprofits through donations and sponsorships. The Family & Nursing Care Foundation funded organizations invested in helping lower income older adults receive home care and educational institutions dedicated to educating the next generation of caregivers.

## Why Family & Nursing Care's Accomplishments Make a Difference

We were honored and humbled to receive the following awards and acknowledgements in the last year:



**NBRI Circle of Excellence**



**Recognized as one of the top private duty home care agencies in the nation** (out of 26,000) by DecisionHealth™ Private Duty Platinum Awards



**Workplace Excellence Award** from the Alliance for Workplace Excellence



**Best In-Home Care Provider** in Bethesda Magazine's Best of Bethesda poll for the fifth consecutive year



Washington Business Journal honored us with both the **Family-Owned Business Award** and the **Corporate Philanthropy Award**



The Jewish Council for the Aging (JCA) announced the Kursban Family as their **2017 Humanitarian Awardees** for their collective and individual ongoing dedication to causes that better humanity and the world in which we live

### Family & Nursing Care Consistently Outperforms the Industry



**98%**

of clients said they would recommend Family & Nursing Care to friend or family member in 2017.



**Longevity**

There are at least 26,000 private duty home care companies across the country today; **only 26.5%** have been in business for 10 or more years! (2017 Home Care Pulse)



# The Family & Nursing Care Difference

Every day, we provide additional value to caregivers, clients, and loved ones.

• **Choice**

We offer two models of home care in order to best meet the needs of the diverse population we serve.



**Consumer-Directed**

This model of care offers a lower price point through a registry of self-employed independent contractors.



**Agency-Directed**

In this model of care, caregivers are employees of the company, directed by a plan of care created and supervised by a nurse.

LEARN MORE ABOUT THESE OPTIONS AT  
[www.familynursingcare.com/home-care-services/care-options](http://www.familynursingcare.com/home-care-services/care-options)

• **Client Services Model**

We provide clients with a dedicated Client Services Manager to ensure a premium experience and the highest quality support for our clients, the caregivers, and healthcare professionals.

LEARN MORE ABOUT THE CLIENT SERVICES MODEL AT  
[www.familynursingcare.com/why-us/client-services-management/](http://www.familynursingcare.com/why-us/client-services-management/)

• **Long-Term Care Insurance (LTCI) Support**

It is our job to ease clients’ minds and present solutions. That’s why we go the extra mile in assisting clients in getting reimbursed by their LTCI carrier. In many cases, we can receive reimbursement directly from the LTCI company.

LEARN MORE ABOUT THESE OPTIONS AT  
[www.familynursingcare.com/why-us/long-term-care-insurance/](http://www.familynursingcare.com/why-us/long-term-care-insurance/)

*“Amanda, my Client Services Manager, not only asked about my mom’s physical condition, but also about her personality, and her likes and dislikes. Amanda made me feel like my mom was a unique person, and not just a nameless, faceless client.”*

- Lisa K., adult daughter

• **Client Services Management**



Family & Nursing Care provides clients with a dedicated Client Services Manager, who is the primary point of contact for all clients’ home care needs, both practical and emotional.

**Client Services Manager (CSM):**

- Has a high level of training to serve as a liaison to families, professionals, and clients every step of the way.
- Visits clients in the hospital and helps with a smooth transition home.
- Makes personal visits in the comfort of clients’ homes.
- Takes the time to listen and get to know clients’ personalities and needs; by building a close relationship, the CSM better understands their specific situation.
- Maintains ongoing communication with clients, their family, and any professionals involved to make sure their expectations are exceeded.
- Facilitates additional resources to guide clients through the challenges they may face as their needs change.
- Is ready to talk to clients about schedule changes, concerns, compliments, questions, and more.

LEARN MORE ABOUT THE CLIENT SERVICES MANAGEMENT AT  
[www.familynursingcare.com/why-us/client-services-management/](http://www.familynursingcare.com/why-us/client-services-management/)

*“She (Kelly) exceeded all of our expectations of your services by coordinating, communicating with, and advising us in an effective, informative, and timely manner.”*

- Jonathan W. and Madelyn A., client’s children

*“Talking to Karin [Family & Nursing Care’s Long-Term Care Insurance Manager] was a blessing. From the first conversation, I felt heard and taken care of. Karin is helping to make sure my long-term care benefits can be used to provide care for my wife.”*

- Nathaniel W., client’s spouse

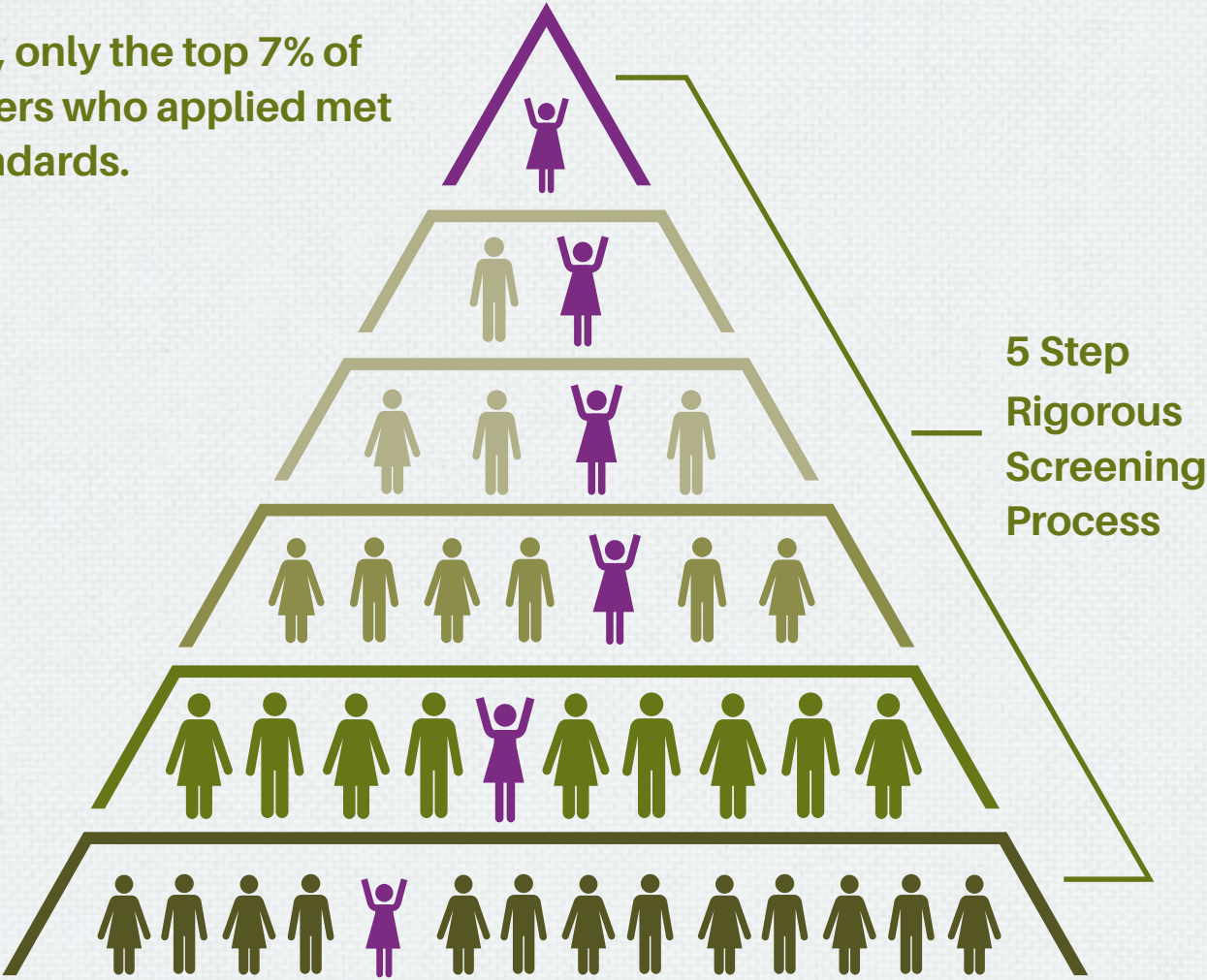


# Caregiver Excellence

We pride ourselves in finding qualified, professional, caring, empathetic, compassionate, reliable, trustworthy, and energetic caregivers to care for our clients. Caregivers are selected through a rigorous five-step screening and evaluation process.

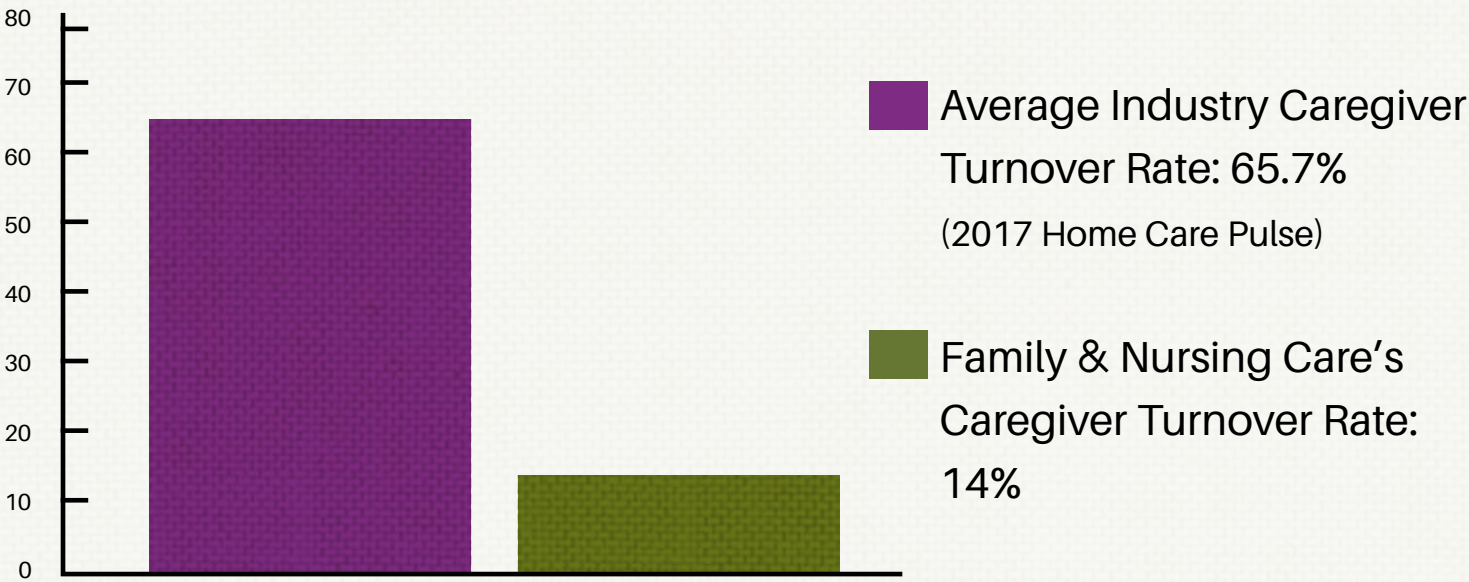
LEARN MORE AT  
[www.familynursingcare.com/why-us/caregivers/](http://www.familynursingcare.com/why-us/caregivers/)

In 2017, only the top 7% of caregivers who applied met our standards.



## Retaining Top Talent

We make it a priority to retain quality caregivers.



## How do we do it?

### Excellent Benefits for Family & Nursing Care Select Caregivers:

- Medical benefits equal to that of our office staff
- Higher average hourly wage rate
- Allow and pay caregivers overtime (\$750,000 worth in 2017 at no additional cost to client)
- 401K with discretionary match
- Ongoing training (Certified Medical Technician opportunities, online, and in-house)
- Free supplies provided (gloves, uniform tops, etc.)
- Nurse oversight

## Finding the Right Match


Through 50 years of trial and error, we have become the very best in the business at matching the right caregiver to the right client in the right situation. It is a skill that can only be acquired through our vast experience working closely with thousands of caregivers and clients/families.




# The Family & Nursing Care Foundation:

*Our mission of Care extends to the Community*

The Family & Nursing Care Foundation, established by Family & Nursing Care founder, Sandy Kursban, is a fund of the Community Foundation in Montgomery County. The Foundation was created in 2008 with the goal of supporting older adults in two very important ways:



**Offering grants**  
to help lower-income older adults gain access to the care they need to remain in their homes.



**Providing scholarships**  
for students to earn a Certified Nursing Assistant (CNA) certificate in order to care for the aging population.

The Family & Nursing Care Foundation supports three local nonprofit organizations: Home Care Partners, Elderly Ministries program of the Community Ministries of Rockville, and the Jewish Social Service Agency (JSSA).

In addition, the Family & Nursing Care Foundation established a scholarship fund at Montgomery College to support students interested in becoming Certified Nursing Assistants (CNA). Through a partnership with the college, the Foundation funds a **\$25,000** scholarship; **\$5,000** is awarded in each year of a five-year period to selected CNA candidates applying for financial assistance.

Each donation is matched, dollar-for-dollar, by founder Sandy Kursban, so the impact is doubled. If you'd like to contribute to the impact that in-home care services can have, you can donate online at [www.familynursingcare.com/foundation/donate](http://www.familynursingcare.com/foundation/donate), or make your check payable to:



**FAMILY & NURSING CARE FOUNDATION**  
1010 Wayne Ave, Suite 1100  
Silver Spring, MD 20910

*"This is what my life, both personal and professional, is all about. When I founded Family & Nursing Care, Inc. in 1968, my dream was to provide seniors and their families with peace of mind by offering them competent, devoted home care whenever it was needed. With the work of the Foundation, this care can extend to more people than ever before."*

-Sandy Kursban

# The Family & Nursing Care Foundation has helped over



400 low income seniors through  
our grants, representing  
almost



35,000 hours of  
home care services and



\$300,000 donated to  
support these in-home  
services.



# Mutually Beneficial

## Professional Partnerships

Family & Nursing Care partners with hospitals and senior living communities to provide an extra layer of care for residents and patients. Our strategic partnerships vary, but they have one common theme—improving the quality of life for older adults. Below are a few examples.

### Hospitals

Family & Nursing Care partners with area hospitals as their go-to referral for home care services. We offer custom programs such as our Safe at Home nurse assessment and our Transition Programs. For many, we are an extension of their staff, helping with discharge planning by providing information and resources that may prevent hospital readmissions.

**Solutions include:**

- ✓ Increase utilization of post-acute services
- ✓ Reduce readmissions
- ✓ Reduce hospital length of stay
- ✓ Expedite discharges to happen earlier in the day

### Senior Living Communities

Our nurses and social workers work with area senior living community staff to create meaningful services and programs that enhance residents’ experiences.

**Solutions include:**

- ✓ Reduce move-outs to higher levels of care
- ✓ Improve access to healthcare resources
- ✓ Create RN-staffed clinics featuring basic first aid program for Independent Living residents, reducing emergency room and emergency physician visits
- ✓ Caregivers to provide new resident transition support, in-hospital and post-hospitalization care, dementia and end-of-life care, and more

*“Caregivers referred to us by Family & Nursing Care are very skilled personnel...that is critical in our line of work, because the responsibility and the accountability for the care that our residents receive here remains ours.”*

— Mary Savoy, Administrator and Executive Director, Forest Hills of DC



# A Final Note from Neal

The way we think about private duty home care must change. A new paradigm is required because essential home care services are becoming a necessity, rather than a luxury. For half a century, we have continually innovated to improve the experience of both caregivers and clients. We are committed to doing this for the next 50 years and beyond by recruiting and retaining the best possible caregivers, providing premium training opportunities to Family & Nursing Care Select caregivers, creating effective channels of communication for clients and their loved ones, streamlining operations to make home care as easy and accessible as possible, and engaging in meaningful partnerships that benefit our clients, caregivers, and the communities we serve.

We have an unprecedented opportunity—and responsibility—to profoundly improve the quality of life of aging adults. To do so effectively, Family & Nursing Care will continue to innovate and set new service and performance benchmarks within our industry.



**familynursingcare.com**