

Have you wondered how well your agency is doing compared with other Private Duty agencies?

Now you can find out through benchmarking!

What Is Benchmarking?

The basic idea of benchmarking is simple. You and other home-care agencies share business information on a regular basis, so everyone can benefit.

You can benchmark any aspect of your business, e.g. quality, finances, etc. In each case, the benefit comes from acting on the information, not just obtaining it.

Here is how you act on the information:

1 Know Where You Stand

Knowledge of other agencies helps you envision a better future for your own agency. You can see where you are strong, and where you can improve, based on hard facts.

2 Plan Where You Are Going

When you benchmark, you can set realistic goals for the future. You will know that your goals are realistic because other agencies are already achieving them.

3 Track Your Progress

As you continue to benchmark, quarter after quarter, you create a track record. You will know if you are guarding your strengths, even as you overcome your weaknesses.

The past can guide your future.

A Focus on Efficiency

We benchmark efficiency—the ability to provide quality care at a low cost. Both factors count, quality and cost.

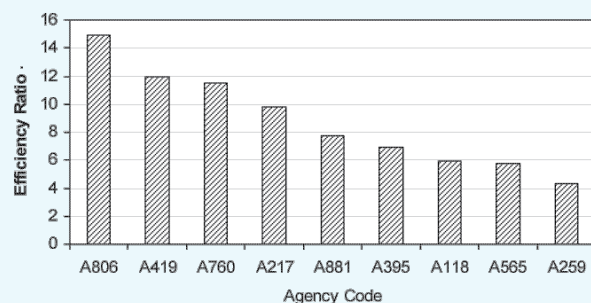
You can lower your cost without hurting quality by reducing overhead, which includes office wages, benefits, rent, utilities, etc.

However, we don't ask for all these numbers in our survey. Instead, we only ask for the hours worked by your office staff. *Office-Hours* serve as a proxy for the overhead.

We also need to know the size of your agency. Again, we use a proxy—the hours you actually bill. The size of your agency tracks with your *Billable-Hours*.

Efficiency Ratio equals Billable-Hours divided by Office-Hours. The agency with a higher ratio is more efficient and profitable. It has less confusion and waste in its office, hence provides better care.

Sample Efficiency Benchmarks



August Systems Invites You to Benchmark!

Home-care efficiency has been at the heart of August Systems' business since the company was founded in 1994. Today we provide full-featured information systems to agencies of all types and sizes.

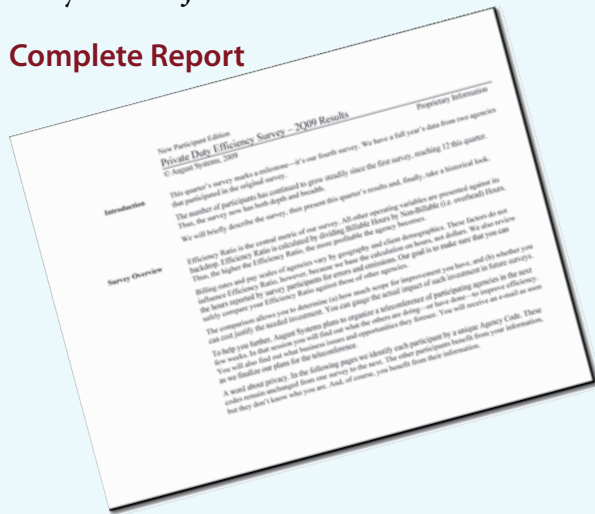
We launched Home-Care Benchmarking to expose the *false* choice between low cost and high quality. There are agencies that achieve both. They are the ones that can succeed in today's tight economy.

How You Can Participate

All you have to do is complete an electronic form on our benchmarking website. The form has just 18 line items, 8 of which are required only the first time.

Once you submit your data, we will send you an e-mail containing your Efficiency Rating. It is yours for *free*.

Complete Report



Each quarter we publish a detailed report comparing the results of all participating agencies. We charge a nominal fee for the report to discourage frivolous use.

The price of our quarterly report is \$39. Or you can sign up for a year, and get 4 reports, for just \$99.

Addressing Your Concerns

Though you appreciate the benefits of information sharing, the idea may raise important questions in your mind. Here are the answers to those questions.

- **Coordination:** *Who has the wherewithal to collect and analyze the information?*
August Systems is in regular contact with agencies throughout the U.S. And, we understand the home-care business.
- **Complexity:** *Will it take a lot of time for me to gather and supply the information?*
Rather than benchmark every business aspect, we focus on just one—Efficiency. You receive a big payoff with very little input.
- **Confidentiality:** *Could my competitors get hold of my business information?*
August Systems serves as a trusted third-party. We keep your identity confidential.
- **Consent:** *Will August Systems try to sell its products to me?*
We will not use your information for marketing purposes without your consent.

Home-Care Benchmarking

a service of **AUGUST SYSTEMS, INC.**

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