

**Grow
old at home.
Not in one.**



The Envigor Corner Store- a
New Approach to Home Care



envigor.com.au

The Envigor Corner Store



Remember when.....

- Coles and Woolworths were bit players in the grocery store business
- Mum and Dad used to go to the corner store for all their grocery needs
- The owner of the corner store knew everything about you and your family
- If mum was in need of something particular, it would be ordered in
- Service was given with a smile



Our why.....

- The age we are inside
- Paternalistic attitude of providers towards the capacity of older people to make decisions and choices for themselves
- Wrinkles and grey hair does not mean you lose the ability to contribute to and choose the way you will live your life
- The service system in which older people must operate is provider centric
- At what point did you become invisible when you turn grey and get a few wrinkles?

Who or what is Envigor

- Home Care provider and “accidental” NDIS provider
- Queensland owned and operated
- Provide support 24/7 to the residents of Seasons Aged Care throughout south east Queensland
- Within Seasons use a home care model to provide services to residents using a combination of funding types
- What we have within Seasons is special
 - Teams of care staff who individually and collectively become part of the “village”
 - Clients see the staff as part of their extended family
 - Continuity of carer
 - Appointment based services
 - High level of transparency with regard to the cost of care

Along came CDC

What older people were telling us

- Sick of not knowing who was visiting or when they were visiting
- Hated having strangers in their home
- Unclear about the case management and administration charges
- Some didn't know they should have been receiving statements from their provider
- Resented paying for travel/additional case management....overall poor service
- Fed up with having to call a 1300 number and speaking to someone who didn't know them or their circumstances
- Feel powerless to do anything about it

The Corner Store idea is born

The community care reforms and the implementation of consumer directed care or CDC gave us an idea.....

Wouldn't it be good if?

- We could create a little bit of what we have in Seasons for people living at home in the community

Thinking about our why.....

- Older people deserve better than what they have been receiving

Our Business Partner Model

- Underlying philosophy of keeping it local.....the *Envigor Corner Store*
- The first business unit in place June 2016
- A local response to local issues
- A network of business units that will never be that big they become impersonal
- Continuing with the promise of delivering high quality services, on time and by a person you know and trust
- If you have an issue, then the person you speak to is the person you know well and who can fix the issue for you
- Highly transparent cost structure
- A franchise when you're not having a franchise

Our Journey to date

- 12 business units in place
- The implementation of Consumer Directed Care (CDC) provided an opportunity to grow the business through consumers choosing Envigor as their service provider
- Referrals to the service occur directly to the relevant business partner; while we have a 1300 number this is used for first contact or emergencies only
- The website and all marketing collateral has been developed to direct potential clients to the Envigor Business Partner in their area
- Highly transparent costs structures mean consumers receive more services from their HCP than with most other providers

The future

- Plan to consolidate existing Business Partners and make sure they are profitable before expanding further
- Maintain position in market and increase awareness of brand across a number of segments including NDIS and retirement living
- Bring the next generation of Envigor products *GRIT Health* to market
- Continue to listen to our clients and make sure we never lose sight of the *Corner Store* feel to our business

Our why explained

Our why explained:

[Mark & Angel: Envigor Testimonial](#)

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Questions?