After listening to the frustrations faced by close friends while caring for their aging parents, Randy Block decided to create Enhanced HomeCare, a company specializing in the highest quality of senior in-home care.

Randy’s formula for success includes three key components: 1) his two decades of business management expertise in healthcare, 2) the marketing skills and enthusiasm of his talented sister, Cindy Singer, and 3) their combined passion for enabling seniors to lead dignified, independent and enjoyable lifestyles in the comfort and safety of their own home.

While the home care industry is replete with care options, Randy believed from the moment he envisioned the business that he could do it better than the competition. Randy and Cindy spent many months researching the industry and designing a business model that differentiates Enhanced HomeCare from the competition by offering meaningful enhancements to their clients and employees. Enhancements begin with their staff personally introducing the caregiver to the client, ensuring that Enhanced HomeCare has made an appropriate match for the client/care provider relationship.

During their first year in business Randy and Cindy contacted Elisa Waldman at the Kansas SBDC at Johnson County Community College in Overland Park to seek assistance with their new business. Elisa helped them develop targeted marketing strategies, secure SBA funding and resolve challenging human resources issues. “The KSBDAC has been a proactive resource partner, offering guidance in areas ranging from funding to legal to accounting to human resources. Elisa is a trusted and reliable sounding board who helps us identify and prioritize the ever-changing needs of our business,” explained Cindy.

Five years after launching with two employees, Enhanced HomeCare boasts a team of approximately 100 caregivers, as well as five full-time staff members. Since the inception of their business, they’ve served over 400 clients and their families.

In an industry in which it is challenging to retain long-term employees because workload varies with patient demand, Randy and Cindy are proud to report that they still employ the first caregiver they hired, and they continue to provide services to their very first client.

One Enhanced HomeCare client shared their endorsement of HomeCare’s services: “It is very difficult to find truly compassionate, absolutely reliable, and scrupulously honest caregivers, and Enhanced HomeCare specializes in filling this vital niche.”

As their next growth step, Randy and Cindy plan to hire an HR manager to assist them in continuing to provide flexible employment opportunities for caregivers and unparalleled service to their clients.

Learn more about Enhanced HomeCare, LLC at EnhancedHomeCareServices.com or by calling 913-327-0000.

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