

## What is: Pleet Home Care

Pleet Home Care is a “for-profit” LHCSA (licensed home care service agency) that is located within a cosmopolitan workspace in the heart of the Financial District on Wall Street. Consumers of Pleet’s services will be those individuals in need of professional and reliable home care from one of our experienced aides or social services through CDPAP (Consumer Directed Personal Assistance Program). CDPAP is an alternative to traditional home care, allowing Medicaid consumers approved for long-term home care to direct their own care. Most people, including adult children, can serve as a personal assistant and get paid to provide care under CDPAP. A CDPAP personal assistant can undertake a wide array of responsibilities including personal care, companionship, and many other tasks necessary to maintain the patient safely at home. The services provided by both companies intertwine as patients must be receiving home care as a prerequisite to receive adult day care.

Prospective consumers of our home care agency are usually referred by other health care professionals such as physicians, nurses, rehabilitation professionals, insurance companies and social workers. Our agency has already developed an excellent reputation with many of these professionals, through the work of our Director, Morris Oiring, who has been providing home health care services through Pleet Home Care for the past three years. Pleet Home Care has an excellent marketing team that brings on new prospects through community presentations, marketing tools, and personal interactions.

Pleet Home Care is licensed by the State of New York and our services are reimbursed under contracts through the best MLTCs (managed long-term care companies) that the state of New York has to offer including Village Care Max, Centers Plan, Senior Whole Health, etc. The licensure and insurance certifications for Pleet Home Care has been granted and we have met the regulations and guidelines for providing adult day care to patients in the State of New York.

Pleet’s owner and Director Morris Oiring, a former advisor under the Bloomberg mayoral administration and the Patterson gubernatorial administration, is an entrepreneur with a wealth of experience operating a home health care agency. Robert Mancher, the administrator of Pleet Home Care, brings with him a legal and medical background as he is an attorney well-versed in the practice of medical malpractice and health care regulation.

Pleet Home Care’s goal is to provide seniors throughout the City of New York affordable and reliable home care services that exceed expectations. We strive to employ competent, caring, and well-trained individuals who are responsive to the needs of our patients, their families, and the communities we serve. Each staff member will meet the State of New York educational and training requirements for the services they provide. We encourage and support continued education of each service provider through inservice training with registered nurses. In turn, our agency provides its staff with competitive compensation, an inviting work environment, and knowledgeable, trustworthy management and direction.

Home care is a trending field as the population base in New York is aging. More individuals are opting to stay in their own homes longer and return home following hospitalization, rather than proceeding to a nursing home. Our primary market segment includes those patients -- typically in an older age bracket -- who require health care services by home health staff.

We started with a competitive edge as Pleet owner, Morris Oiring, has been serving our community through politics and social service for over a decade and, during that time, was successful in forming relationships with many well-respected professionals in the fields medicine which now serve as referral sources that continue to grow the business. Marketing our service-oriented business requires establishing a reputation for expertise and excellence. It starts with our known contacts who are in positions to recommend us and make referrals to us. It continues with long-term efforts to develop recognition among other professionals within the health care and social service fields.

We have developed and maintained a database of our contacts in the field. Mr. Oiring is already well-known to physicians, nurses, rehabilitation clinics, and hospital facilities in our market area, and he continues to work to maintain those relationships. For future business relationships, Mr. Oiring makes initial contacts with community leaders with our first-class communications and marketing tools such as brochures, business cards, and advertisements.