



About David Goodman, Founder & CEO Companion Connection Senior Care

“The secret to entrepreneurial success? Don’t fall into the herd mentality. Come up with your own ideas and pursue them to where they lead – successful or not.”

David Goodman

David Goodman has come up with a lot of good business ideas – beginning with a molded candle-making enterprise at age five. Currently he is parlaying 20 years as a leader in the exploding non-medical home care industry into his latest venture, Companion Connection Senior Care (CCSC). This membership model company is offering other entrepreneurs around the nation a way into the business he loves and a more affordable and flexible alternative to buying a franchise.

At age 23 and recently out of college, Goodman had the opportunity to work with and – soon after – become executive director of a senior care company. It didn’t take long for him to see ways to do the business better, and liking the business, as well as helping others, he struck out on his own. On a shoe-string \$3000 loan from family members, he founded Expert Home Care in 1985 to serve seniors in Northern and Central New Jersey. After a whirlwind first-year – during which he often ate and slept in his small office – he had the company up, running and profitable and began rapidly building revenues through innovation.

For example, when Goodman came into the home care industry, there was virtually no one serving private pay clients. All of the existing companies were serving clients who qualified for government re-imbursements. They had not cultivated the customer service skills necessary to attract and keep clients who needed their services and were willing and able to pay out of their own pockets. David Goodman put to work his caring personality and people skills to fill a significant market void. Expert Home Care is now a multimillion dollar a year home care agency that he continues to be involved in managing.

“It’s been a long time since I let my friends go shovel walks for a few bucks while I waited at the bottom of a hill in my neighborhood and for \$20 a piece dug out the cars that always skidded down and got stuck,” said Goodman. “I’ve always felt in my heart that you can do better in a business where you’re helping people – especially an underserved audience -- by identifying needs and meeting them.”



Today, having had what he describes as the ‘awesome’ experience of helping seniors remain at home with supportive care, Goodman is helping others who want to do the same. Starting with a sound business opportunity based on the burgeoning numbers of aging baby boomers, Goodman looked at the marketplace and believed that he could do better than the franchise model that was gaining popularity.

In 2003, Goodman founded Companion Connection Senior Care in New York City. Knowing that home care is a highly localized business, he believed that the national branding offered by franchises was minimally beneficial. It would be a better route to success for new business owners to have the flexibility to brand, grow and run their businesses to meet their own financial and emotional objectives. Goodman came up with a membership model to help achieve this: a lower entry fee that includes comprehensive basic training, and a reasonable flat monthly fee for ongoing support and access to discounted vendor services.

With initial CCSC training specifically focused on operations of a non-medical homecare business, rather than the generic business training being offered by some competitors, owners get up to speed quickly. Ongoing consulting support supplements the initial training and answers questions as they come up in real practice. Many of the 80 or more members who have signed on in CCSC’s first two years say that the discounts on industry-specific vendor services more than pay for the membership fees.

Members also report that Goodman’s experience and compassion are invaluable to them. This has helped to make CCSC the leading membership organization for non medical homecare providers.

According to Stacey Benjamin, owner of New Jersey-based Home Companions – and the first CCSC member, “In looking at our options in starting the business, others were much more costly and more importantly were run by people with no experience in the business. Given the array of details specific to this business CCSC’s expertise has proven critical. David Goodman and his staff are highly invested in our success. They’ve stuck with us every step of the way.”

Because of his curiosity to fully explore and understand the businesses he is involved in, Goodman continues to innovate services for CCSC members and their clients. Recently, through a vendor service that educates about veterans’ benefits, CCSC began helping members reach out to World War II and Korean War veterans to inform them of a little-known benefit provided by the Veteran’s Administration that allows them to take advantage of home care services.



David Goodman graduated from Widener University, in Chester, Pa. He is a noted authority on home healthcare and has provided expert testimony in this field. He conducted a radio talk show series on home health care issues beginning in 1996. In 1998, he was featured in New Jersey Business News as one of the state's Top 40 Business Leaders under 40.

He serves on the legislative body of the New Jersey Continuity of Care and is an active member of the New Jersey Home Health Services Staffing Association. He is a *Certified Senior Care Advisor (CSA)* and is licensed as a Long-Term Care Insurance Specialist. He and his wife reside in New York City.

David Goodman enjoys helping others in both his personal and professional life and, with his wealth of home care knowledge, is well positioned to teach others to succeed in this very rewarding field. For so many seniors the CCSC motto says it all: The best care *is* home care.

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Editor please note: For more information on David Goodman and Companion Connection Senior Care, or to facilitate interviews, please contact Tirza Wibel at 800—370-6580 x6 or by email at press@companionconnectionsniiorcare.com.