

Our  
name  
is our  
mission.



Great Lakes Caring<sup>SM</sup>

# MESSAGE

from William Deary, CEO

Since 1994, Great Lakes Home Health and Hospice has been dedicated to providing quality home health care and hospice services utilizing the most innovative technologies available.

Today, we are taking the next step in our journey. Great Lakes Home Health and Hospice is now Great Lakes Caring.

Caring is not just a physical process. It is who we are and the heart of everything we do. It is our passion—the reason we are in business. It is why we come to work every day. Whether we are answering a patient's question or performing a medical procedure, we are in the act of caring. Caring for us is active, not passive. And that is why the name Great Lakes Caring is so perfect. It embodies who we are and what we do. In fact, our name is our mission. And you will see our dedication to our mission every day in the way we care for our patients, our referring partners and each other.

Since the founding of our company in 1994, it has been our mission to provide our patients with superior quality health care in the comfort, security and privacy of their home environment. Over the years, we have taken a leadership position in the health care industry by setting the benchmark with newer technology, faster processing, better logistics and most important, superior quality clinical outcomes for those patients entrusted to our care. Because of our efforts and dedication to improving health care in the home environment, we have earned unparalleled recognition throughout the industry.

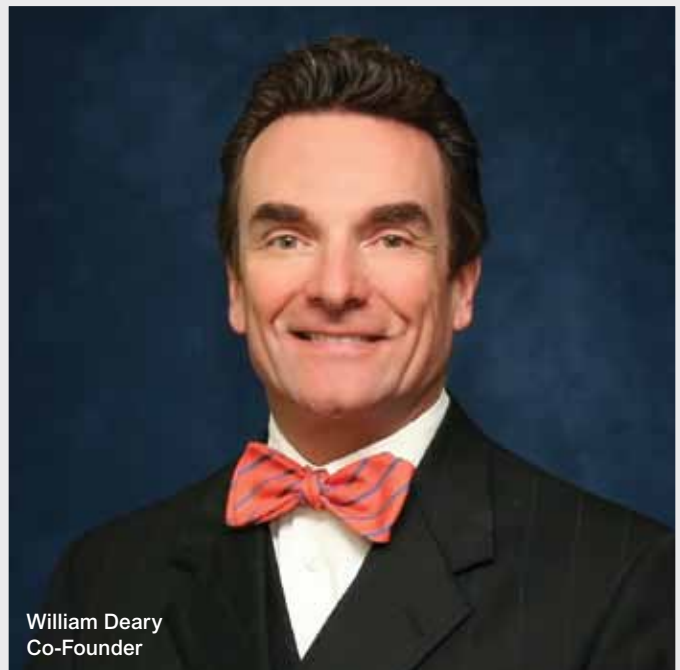
We will continue to move forward and make advancements in home health care and hospice. We will continue to grow. We will continue to strive to be the very best at what we do—caring.

We invite you to contact us for more information and trust you will look to Great Lakes Caring for superior quality health care.

Best regards and God bless,



William Deary  
Chief Executive Officer  
Great Lakes Caring



# A HISTORY

of exceptional care

## Great Lakes Caring History

In 1994, Cheri Lyn Deary saw a great need in her hometown, Jackson, Michigan. Having returned to Jackson to care for her ailing grandfather, she recognized a significant lack of quality, comprehensive home health care options available.

Having grown up locally, Cheri Lyn cared deeply for her hometown community, and as a nurse she knew how to provide expert care for patients and families.

Combining her passions for her community and superior quality health care with her husband William's Fortune 500 business experience, what is now known as Great Lakes Caring began.

Our company was formed from a personal need for a better type and quality of home health care. William and Cheri Lyn set out to provide the absolute highest quality health care in the home environment and that mission still stands.

Today, we have grown to include a network of "Angels" working around the clock, every day of the year, providing the highest quality care for thousands of patients and families across Michigan, Indiana and Ohio. We care for individuals in their home environment, because we firmly believe patients should not have to surrender their daily freedoms to receive comprehensive, technologically advanced next-generation health care. As guests in our patients' home environment, we provide compassionate, professional medical and hospice care in the comfort, security and privacy of familiar surroundings.

Together, all of us at Great Lakes Caring are improving the standard of home health care.



Cheri Lyn Deary  
Co-Founder

# THE HISTORY

of Great Lakes Caring



**1994** Great Lakes Caring founded as Great Lakes Home Health Services

**1996** Durable medical equipment (DMERC) approved  
Adrian, Michigan office Medicare-certified

**1998** Expansion to 11 Medicare-certified counties in Michigan

**2000** Expansion to 19 Medicare-certified counties in Michigan  
East Lansing, Michigan home health office Medicare-certified



**2002** Great Lakes Home Medical Equipment division established

St. Johns, Michigan home health office Medicare-certified

Expansion into 29 Medicare-certified counties in Michigan

## HOME CARE 100

**2004** Invited to join the "Home Care 100"  
Multi-site hospice office in St. Johns, Michigan Medicare-certified  
Brighton, Michigan office Medicare-certified

**1995** Jackson, Michigan home health office Medicare-certified

**1997**

Management Services Division established

JCAHO-accredited



**1999**

Great Lakes Hospice division licensed and Medicare-certified



**2001**

Medicare finance audit: 0% recovery

Jackson Chamber of Commerce Small Business Person of the Year

**2003**

Michigan Small Business Person of the Year Award

Great Lakes Hospice Foundation established

**2003 SBA-MICHIGAN SMALL BUSINESS OF THE YEAR**

# Inc. 5000



Michigan Award of Excellence  
MichiganPeerReview.org

2006

Received Michigan Award of Excellence for Improving Care in the Home Health Setting, second consecutive year

Livonia, Michigan office Medicare-certified

Battle Creek, Michigan office Medicare-certified

2008

Inc. 5000 designation

Home Care Elite — Top 500 national designation

Acquired Peoplecare Home Health (Grand Rapids, Michigan)

Expansion to the entire state of Michigan

*Detroit Free Press Top Work Places Award*

2010

Acquired Community Home Health Network of Indiana in Kokomo, Indiana

Opened home health offices in Lafayette and Indianapolis, Indiana

Acquired Day by Day Hospice in Danville, Indiana

Acquired In-House Hospice & Palliative Care in Michigan and Ohio

Athena Award winner: Cheri Lyn Deary

*Detroit Free Press Top Work Places Award*

Detroit Free Press



2005



ERNST & YOUNG  
ENTREPRENEUR  
OF THE YEAR

Ernst & Young Entrepreneur of the Year winner

State-of-the-art corporate headquarters opened in Jackson, Michigan

Received Michigan Award of Excellence for Improving Care in the Home Health Setting

2007

Inc. 5000 designation

Received Michigan Award of Excellence for Improving Care in the Home Health Setting, third consecutive year

Home Care Elite — national designation

HomeCare Elite

2009

Inc. 5000 designation

Home Care Elite — national designation

Michigan Home Health Association E-Learning Leader Award Recipient

Kokomo, Indiana office Medicare-certified

Select divisions earned accreditation from ACHC

*Detroit Free Press Top Work Places Award*

*Best of Grand Rapids – Hospice & Palliative Care*

*Corp! Magazine Salute to Diversity Winner*

2011

Indiana Hospice Expansion

Rebranded as Great Lakes Caring

Great Lakes Caring



# Our name IS our mission.

**Caring:** At our core, it is what we do every day. It is our passion. It is in the heart of every Great Lakes Caring team member. Whether we are answering a simple question or providing a complex medical treatment, caring is at the heart of every aspect of our company. It starts with our name, and it is our mission.

## Caring for Our Patients

We strive to provide our patients with superior quality home health and hospice care, as well as home medical equipment services. By implementing new care programs and advanced technologies, we continue to innovate the way we provide this care and assure that it remains of the highest quality.

## Caring for Our Referral Sources

We allow the physicians, discharge planners, case managers, nursing directors and other primary care providers who entrust us with the care of their patients to rest easy by providing our patients with superior quality care while treating them with absolute compassion and respect.

## Caring for Our Partners

Since 1994, Great Lakes Caring has seen, and continues to see, incredible growth. We now provide superior quality care to more than 6,000 patients across the Midwest and employ more than 1,150 dedicated health care professionals. This assures our vendors and other industry partners that we will continue to move forward and grow, helping support their own companies by utilizing their services.

## Caring for Our Own

One major key to our success is the hard work, compassion and dedication exhibited by our family of Great Lakes Caring health care professionals. They are our most important and treasured assets. We reinforce this by fostering a higher quality work environment with competitive benefits, greater career security, new areas for professional growth and the opportunity to create treasured relationships with our very special patients.

## OUR VISION

Making more positive community investments and maintaining the highest level of quality care is the vision of Great Lakes Caring.

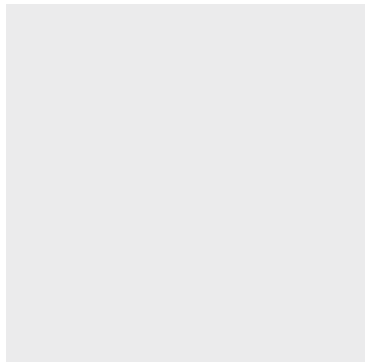
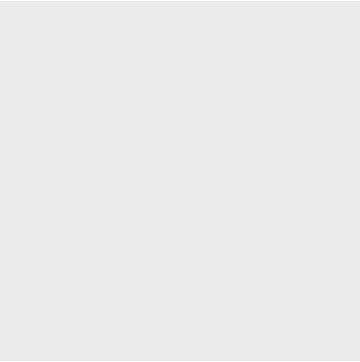
Striving for the best, we are not afraid to make the necessary investments in order to achieve an even greater level

of success. We invest in technology at a rate unparalleled in the home health and hospice industries. We are committed to the most comprehensive, technologically advanced care possible. The ultimate goal is to provide superior quality care to each and every patient.

# CORPORATE CULTURE –

## The “Working Manager”

We operate under a “working manager” structure. This requires dynamic and substantive contributions from every manager - starting with our CEO to our Vice Presidents and our director-level executives.



All of our management executives have written strategic objectives and detailed work plans. Each week our management executives meet to report on progress. During these meetings, they discuss short-term challenges, major accomplishments and resource allocation in order to achieve corporate goals in a timely, structured and cost-effective manner.

Our independent and freestanding corporate culture prioritizes patient care and employee satisfaction above profitability.

We understand that quality and success rely upon the ability and satisfaction of employees – the true musicians of the orchestra of our company.

We give our health care professionals the tools they need to make our company succeed. Employees are responsible for our company’s reputation; they are the key to our company’s future success.

# QUALITY Care

While there is nothing unique about the services we provide, everything is unique about the way we provide them. Our patient satisfaction survey levels are unprecedented within the home health and hospice industries. We have been recognized as a national leader, scoring exceptionally high in every market we serve on the Medicare Home Care Compare. This federal survey rates home health agencies across the country. This success has created a reputation of superior quality for us—a reputation that serves as the foundation for continued improvement and success.



## Care You Would Expect from an Angel

Our proven success stems from an unrelenting pursuit of quality care for our patients. Our skilled nurses, aides and therapists, our “Angels”, provide a unique level of personal attention to each and every patient.

When seeing a patient, our Angels treat them as if they are caring for a member of their own family. Likewise, our office staff treats each other the way they would treat their best friend. Sticking with this management philosophy, we will continue to provide superior quality care for our patients.



# INNOVATING

with Modern Technology

We innovate by embracing new technology because we know it plays an essential role in providing superior quality health care in the home environment. We also educate our health care professionals and supply them with the best health care equipment available to assure they deliver such an unparalleled level of care.

We equip our clinical care team with mobile electronic devices that instantly access patients' medical records and update their plans of care. We also provide mobile PT/INR machines to all of our nurses, allowing them to obtain accurate readings of patients' blood without having to wait for lab results. We use HomMed® TeleHealth to monitor patient vitals remotely so that we can identify and resolve symptoms. Not to mention our one-of-a-kind company NURSECAR™ we provide to many of our direct care team members who travel to visit our patients at their homes and care facilities every day.

At Great Lakes Caring, we use a number of devices to treat the many different conditions that affect our patients. For those struggling with the effects of neuropathy, we utilize the Anodyne® infrared therapy system, while our versatile Solaris® therapy system is the perfect modality for those patients who have pain in different areas of their bodies. We also offer the region's first portable sequential compression device—known as DVTCare™—which helps prevent blood clots from forming in the legs of our immobile patients outside the hospital; as well as VitalStim®, the only FDA-accepted electrical stimulation treatment for patients who have trouble swallowing. Devices like these keep Great Lakes Caring ahead of the competition in providing superior quality health care in the home environment.

In addition to our home health services, we provide specialized hospice programs including In Touch<sup>SM</sup> massage therapy, In Tune<sup>SM</sup> music therapy, visual therapy, pet therapy and the Life Stories Remembrance Legacy Program. Hospice encourages a philosophy of care that assists patients, caregivers, family and friends during the final stages of terminal illness. Great Lakes Caring promotes dignity and emphasizes quality of life for those who choose to pass on in familiar surroundings with the ones they love.



# CORE Services

Our professionals are available for patients and their families 24 hours a day, seven days a week.

Our family of health care services includes:

## Great Lakes Caring Home Health Care

Health care in your home is simply that, health or social care received while in your home. Available 24 hours a day, seven days a week, home care services may include:

- Nursing
- Physical and occupational therapy
- Speech and language pathology
- Social work
- Assistance with activities of daily living
- Medication management and administration
- Health Education
- Infusion and respiratory therapy
- Dietician counseling
- Mobile diagnostics

## Great Lakes Caring Hospice

Hospice describes the care provided to terminally ill patients and their families in the comfort, security and privacy of their home environment. With Hospice, patients are allowed the opportunity to make their own decisions about how and where they wish to live the remainder of their lives while continuing to receive a superior level of care. Available 24 hours a day, seven days a week, hospice services may include:

- End-of-life planning
- Pain control and symptom management
- Medical Director supervision
- Nursing
- Spiritual counseling
- Assistance with activities of daily living
- Dietician counseling
- Medical social services
- Medication management and administration
- Social work
- Bereavement
- Short-term inpatient care
- Respite care
- In Touch<sup>SM</sup> massage therapy
- In Tune<sup>SM</sup> music therapy



## Great Lakes Caring Home Medical Equipment

Great Lakes Caring Home Medical Equipment is a Medicare-certified and nationally accredited agency that provides the highest quality respiratory, ambulatory and other post-operative medical equipment from many nationally recognized brands.

Equipment we offer includes:

### Respiratory Medical Equipment

- CPAP and BiPAP machines (sleep apnea assistive devices)
- Oxygen concentrators
- Nebulizers

### Ambulatory Medical Equipment

- Wheelchairs—standard and lightweight
- Walkers
- Canes
- Patient lifts

### Other Supportive Medical Equipment

- SCD/DVT Prophylaxis Therapy
- Hospital beds and specialized bed surfaces
- Bedside commodes
- Bathroom transfer devices
- Wound suction machines

# SPECIALTY Services

Great Lakes Caring utilizes a variety of specialty services to give our patients the highest quality care possible. Our specialty services include:

## Great Lakes Caring Home Health

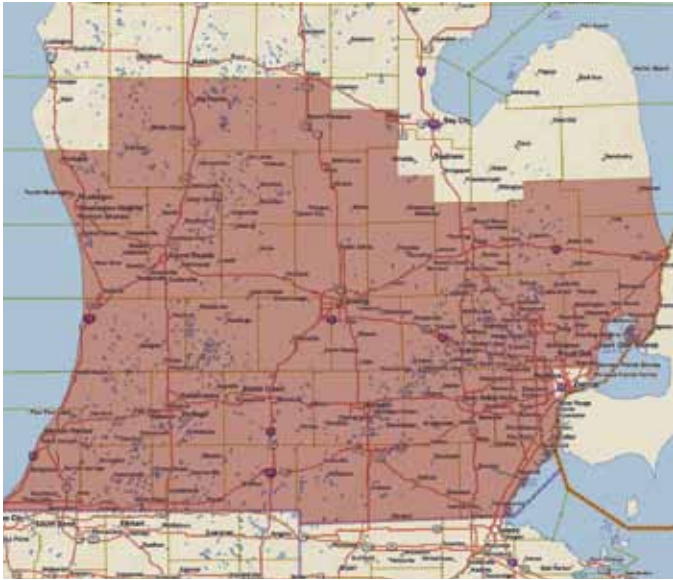
- Anodyne® therapy, used to treat nerve damage by increasing blood flow within arms, legs and feet
- Care That Never Sleeps<sup>SM</sup> Promise, nurse on duty 24 hours a day, 7 days a week, 365 days a year
- Great Steps<sup>SM</sup> fall prevention program
- Low Vision Care Program
- Orthopedic and neurological rehabilitation
- Roll for Control<sup>SM</sup> urinary incontinence program
- Sequential Compression Device/Deep Vein Thrombosis Prophylaxis Therapy
- Solaris® light therapy used to treat a wide range of symptoms
- Specialty pain and symptom management
- TeleHealth® remote vitals monitoring system
- VitalStim® therapy for swallowing disorder treatment



## Great Lakes Caring Hospice

- Care That Never Sleeps<sup>SM</sup> Promise, nurse on duty 24 hours a day, 7 days a week, 365 days a year
- After-Hours Program, a special independent team of dedicated hospice professionals who work with patients nights, weekends and holidays
- In Touch<sup>SM</sup> massage therapy program
- In Tune<sup>SM</sup> music therapy program
- Life Stories<sup>SM</sup> legacy program
- Pet therapy
- Specialty pain and symptom management





**OUR** Service Area



**MICHIGAN**

HOME HEALTH

HOSPICE



**OHIO**

HOSPICE



**INDIANA**

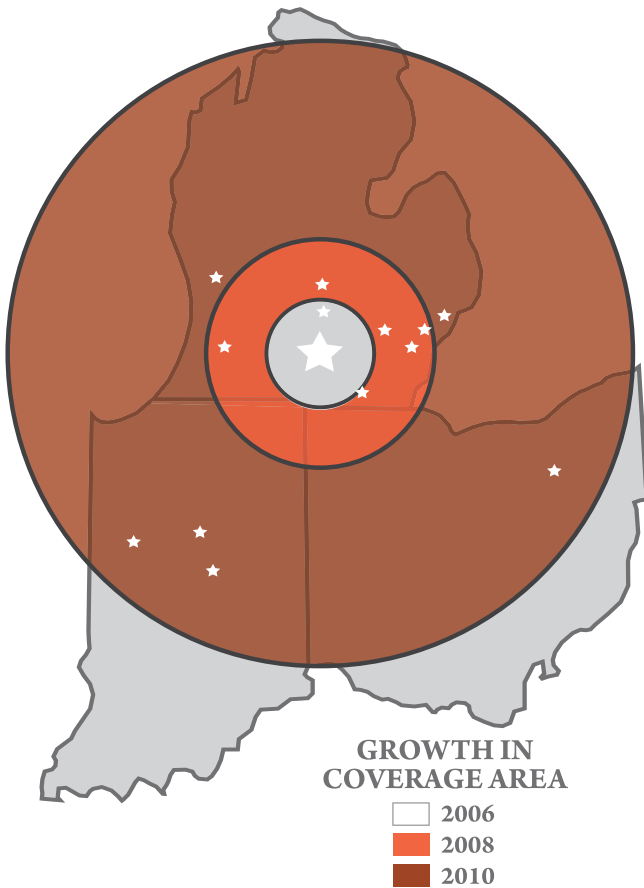
HOME HEALTH

HOSPICE

# THE GROWTH of Caring

Originally founded in 1994 in a small two room office, we have grown to become one of the largest Medicare-certified, home care companies in the Midwest.

Since 2006, the coverage of Great Lakes Caring has grown more than five times while our employee base has tripled in size. Today we provide superior quality health care to more than 6,000 patients from more than 2,000 referring physicians every day, with 14 branch offices throughout the Midwest.



## AWARDS

Great Lakes Caring is improving the standard of home health and hospice care—and has received numerous awards: Inc. 5000, Michigan Award of Excellence for Improving Care in the Home Health Setting, Ernst & Young Entrepreneur of the Year for West Michigan, Michigan Small Business Person of the Year Award, National Home Care 100, Home Health Quality Improvement National Campaign participant, Detroit Free Press Top Work Place, Corp! Salute to Diversity –Winner, and select divisions of Great Lakes Caring are nationally accredited by ACHC. Please see our website for more information on accreditation.



# EMPLOYMENT

## State-of-the-Heart Opportunities

Because we continue to grow and expand, there is always a need for hard-working, accomplished health care professionals who work diligently to not only be the best, but to assure that every patient receives the best care.

It is our singular mission to provide superior quality care in the comfort, security and privacy of our patients' home environment. The unique bond between patient and health care provider requires a level of trust not found in other health care settings, which makes working at our company that much more rewarding.

Utilizing advanced technologies and next-generation care programs, we deliver a superior level of care that is unmatched by other home health or hospice care providers.

Our dedicated team of health care professionals includes:

- **RNs, LPNs, CNAs** – Our highly trained Registered Nurses, Licensed Practical Nurses and Certified Nursing Assistants are an integral part of the care team.
- **Physical therapists and physical therapist assistants** – Our PTs and PTAs help our patients regain strength and coordination in their muscles they may have lost because of surgery, illness, disease or aging.
- **Occupational therapists and certified occupational therapist assistants** – Our OTs and COTAs teach or re-teach our patients gross motor skills, fine motor skills and cognitive skills.
- **Speech therapists** – Our speech therapists treat patients for speech, hearing, language and cognitive difficulties.
- **Masters Prepared Social Workers** – Trained in the complexities of many different issues relating to health care or end-of-life and bereavement counseling, our social workers help make this a dignified time filled with love and understanding.
- **Spiritual Counselors** – Our spiritual counselors work with terminally ill patients from all faith traditions and cultures to bring a type of closure that is in harmony with patient beliefs.
- **Dietitians** – Our dietitians prepare a plan appropriate to the patient's needs and trains the team members and caregivers on this dietary plan of care.



### Our team also includes:

- Pharmacists
- In Touch<sup>SM</sup> Massage Therapists
- In Tune<sup>SM</sup> Music Therapy Experts
- Pet Therapy Experts
- Trained Volunteers
- Management
- Certified Health Aides
- Medical Directors
- Activities Coordinators



# OUR BRAND PILLARS

Though our name is our mission, Great Lakes Caring is firmly built upon six brand pillars. These pillars are the driving force behind every decision we make throughout the entire company, from establishing a patient's plan of care to expanding our service area. Our brand pillars are detailed below so you can see how our company name has come to mean so much to so many.

**Caring** - We approach patient interaction with the highest level of respect, encouragement and understanding.

**Family** - We build strong, supportive relationships with our patients and with each other.

**Collaboration** - We team with physicians, hospitals and other health care professionals to deliver superior quality care to our patients.

**Quality** - We deliver the highest level of care by ensuring that even the smallest details are managed well.

**Vision** - We explore new ways to expand and improve our level of care and the services we provide.

**Innovation** - We are committed to discovering new techniques and procedures, and to lead from the front of the health care curve.



**Michigan  
Home Health**  
800.379.1600

**Michigan Hospice**  
800.311.5365

**Indiana**  
866.437.7770

**Ohio**  
888.260.9835

**[GreatLakesCaring.com](http://GreatLakesCaring.com)**

HOME HEALTH

HOSPICE

PALLIATIVE

HOME MEDICAL EQUIPMENT