

# Omaha Cost Comparison

Not all care providers are equal. Far from it. Physician’s Choice provides seniors and their families a complete understanding of the available options and help families maneuver through the challenges of the “system.”

Our goal is to help seniors remain at home whenever possible. By providing companion care and private duty nursing we are able to accomplish this goal. If the senior in your life needs help with the activities of daily living, Physician’s Choice has the staffing to handle all levels of care.

All Physician’s Choice services are directed by registered nurses with no long-term contracts. All PCPD staff has passed thorough background checks. They are also licensed, insured and bonded and receive ongoing training.

We provide all levels of care – medication aide, physical, occupational, and speech therapy and RN level care. Because we are fee-based and independent, we will provide truly objective care recommendations. Our professional experience and knowledge of the industry allow us to offer these services at competitive rates and incomparable values.

## Understanding & comparing service costs

SERVICE	COMPETITORS*	PHYSICIAN’S CHOICE
CNA (Certified Nursing Assistant)	\$22 – \$35/hr some minimums required	\$28/hr 4 hour minimum
RN (Registered Nurse)	\$55 – \$100/hr minimums required	\$75/hr \$75 Initial Visit Fee
Medication Setup	No current competitors	\$50 Mediset refill

\*Competitors’ costs serving the Omaha Metropolitan area as of July, 2014, including Amazing Angels, Home Instead Senior Care, Kind Hearts, Touching Hearts at Home, Visiting Angels, All Midlands Health Service, Hillcrest Home Care, Right at Home, St. Joe Villa HC, VNA, First Light, Custom Care Nursing. \*\*Genworth Cost Cares Survey.

*“Physician’s Choice came highly recommended and we brought them on board. . .initially for filling gaps in the schedule and for evenings, weekends and holidays...I can tell you that it warms my heart to know that mom was surrounded by such a caring, loving group of people during the last months of her life. I would highly recommend Physician’s Choice. . .they truly care.”*

- M. Ziegler

**\$86,323\*\***

The median annual cost of semi-private room nursing home care in the Omaha metro area.

**\$55,484\*\***

The median annual cost of assisted living in the Omaha metro area.

Every individual is different. But, everyone can agree that not knowing what’s next can be frightening. Physician’s Choice has the experience, the knowledge and a powerful network of resources and connections to navigate life’s challenges. It is critically important to understand what makes us different. Physician’s Choice is fee-based and independent, thus we provide truly objective recommendations. We are family advocates, and will be with you throughout the journey. We work for you.