

2010 BUSINESS RECOGNITION

HOSTED BY
Davis Applied
Technology College,
Kaysville SBDC



Business Details

OWNER
Scott Meyer

NATURE OF BUSINESS
Senior Care Information
Service

CITY
Syracuse

COUNTY
Davis

PHONE
1-877-990-4572

WEB SITE
www.seniorcarehelpline.com

BUSINESS STRUCTURE
S-Corporation

BUSINESS BEGAN
February 2009

EMPLOYEES
4 full-time

SBDC CONSULTANT
Brent Meikle

jobs

growth

revenues



Seniorcare Compare Inc.



For people trying to find care for aging relatives, the varied array of choices can be baffling. Scott Meyer knows sorting through companies can be overwhelming for many people who are already in a stressful situation. Meyer wanted to help people save time and money while finding good care for older adults. That's when he created Seniorcare Compare, a free information and referral service for senior care services.

Because elder care will skyrocket as baby boomers age, the ability to easily find reliable information about quality caregivers is becoming more important than ever. About 20 percent of the workforce care for elderly loved ones, and people find themselves struggling to balance their daily work and life with finding the best company.

So when Meyer looked into opening a senior care business, he realized families would benefit from having free information available about their care options and they could save money with discounted services. While Seniorcare Compare began in February 2009, the company bloomed in 2010 by offering their services as an employee benefit.

Since finding caregivers can be overwhelming and time consuming, many people were distracted at work or had to use sick and vacation time to line up proper care. By partnering with companies, Seniorcare Compare helped people focus on their work.

Seniorcare Compare offers comparison services throughout Utah for things like Medicaid planning, VA benefits, in-home care, vision, rehabilitation and hearing loss. Because there are so many facets to senior care, Meyer said people can easily get confused or taken advantage of by disreputable companies.

"There are so many professionals offering services to seniors in our market that you really need to be careful," Scott said. "The majority do a great job, but there are some that don't, and it's those businesses that people need to steer away from."

In the early stages of his business, Meyer worked with Brent Meikle, Small Business Development Center director in Kaysville, Utah. Meikle helped Meyer with his business plan and gave him start-up advice. Meikle helped update Meyer's business plan to bring in investors, and was an advisor during the creation of a successful investment arrangement between Seniorcare Compare and the investor group.

"People know they should comparison shop before buying something, but the reality is most of us are either too busy or not sure where to start, especially with something as complex as senior care."

*Scott Meyer
President of Seniorcare Compare Inc.*

Secret to Success

"The real value for families is not just having someone with whom to discuss their situation, but the research and pre-screening of all of the various options."

The Utah SBDC network is comprised of 11 regional centers hosted by Utah colleges and universities. The centers serve entrepreneurs and small businesses across the state. The centers are funded in part through a cooperative agreement with the U.S. Small Business Administration.



Governor's Office of
Economic Development

