



## BENEFITS OF A DRAKE MEDOX HEALTH SERVICES LICENSEE

Drake Medox has a highly dedicated staff of long term professional employees who are motivated, energetic and enthusiastic about the Health Services Business. You will join this creative group of individuals, while satisfying your own goals.

Training is provided that allows for the variables and challenges of the current health care climate and is paid for at the appropriate hands on branch location specific to your branch opportunities.

Drake offers the additional opportunity of servicing in small communities other service lines such as Drake Office Overload (flexible staffing) and Drake Personnel (permanent staffing).

### THERE IS NO "UPFRONT LICENSE FEE" AT DRAKE MEDOX

Drake Medox Health Services has created an unique License agreement that allows the Licensee to concentrate on marketing and building the business of Medox, without having to hire additional accounting staff by providing the majority of the accounting services required to operate the business:

Medox will at its own expense maintain for the Licensee:

- proper records and books of account including:
- billing, accounts receivables, ageing reports and payroll records
- production of monthly accounts and statistics
- credit references and assistance with accounts receivable collections
- administer and provide funds for the Drake Medox temporary employee payroll and related taxes.

Medox shall at its expense in connection with the operation of the licensed business:

- meet all payrolls for recruited field-staff
- payment of all payroll taxes
- application of all wage-related withholdings and liability insurance
- cost of transferring/returning timesheets/cheques to licensee
- handling of bookkeeping and details of temporary payroll including payroll reports

Medox will at its expense:

- invoice all clients
- provide normal collections

Drake Medox is a highly motivated sales, advertising and marketing organization. In consultation with the Licensee:

Medox will maintain a standard website for each Licensee. This will be prepared with input from the Licensee.

Medox will reimburse Licensee 50% of monies paid by the Licensee to third parties each month on recruitment advertising, website updating and any other approved advertising (based on an approved formula)

Licensee will be invited to attend all national/provincial meetings

Manuals provided for operating procedures and advice will include:

- Quality Assurance Manual
- Human Resource Staff Screening and Selection Manuals
- Risk Management Manuals
- Occupational Health and Safety Manuals
- Proposal Samples
- Accounting Procedures Manual
- Sales and Advertising Manual
- Operations Manual
- Field Supervision Manual
- On Call Manual
- Training Courses

Drake Medox wants all the Licensees to have the best opportunity for success commencing from the initial start up. Medox agrees to provide at no charge to the Licensee:

- Samples of operation forms
- Printed sales materials
- Basic Medox supplies for establishing the Licensed Business.

After commencement of operations Licensees ongoing supplies may be purchased from Medox.

We recognize the cost of liability and benefit insurance can be costly for all operations. Drake Medox allows all licensees to participate in:

- Benefit programs can be purchased for both management and field-staff
- Liability insurance cost to be based on sales volume share.

*ALL SALES SHALL BE SUBJECT TO A COMMISSION PAID TO LICENSEE OF LICENSEE'S NET REVENUE.*



LICENSEE'S DUTIES:

- Provide office or home office space and communications services in accordance with Drake's policies
- Office must be open for normal business hours of area, plus providing on call services as necessary
- Devotes their full time and attention to the Licensed business to develop and maintain high standards of service to Clients



# International Products

When you become a licensee of Drake Medox Health Services, you also gain the benefit of becoming a part of Drake International.

## Services

We achieve results by understanding your business needs. Drake services have been developed and refined to reflect the changing needs of the marketplace. Our service lines include:

- Temporary/Flexible Staffing
- Permanent/Full-Time Recruitment
- Training, Development and e-Learning
- Assessment and Certification
- Career and Organizational Development
- Business Technologies Outsourcing

## Products

We have assembled the best in class technologies. We have developed packaging methodologies and business processes that scale across boundaries and barriers. We are continually creating products that meet and exceed your specific business needs. Products we offer include:

- 11th Hour Ads.com
- ADEX
- Cost Controller
- Drake P3
- e-tivity
- Discoverware
- Drake Online
- Drake Productivity Engineer
- Picture Talk
- Kryterion
- Drake Skillassessor
- Prosoft Training.com
- Web@ssessor
- TeamWorks/Triage
- SPQ Gold
- Knowledge Harvest/Click IQ
- Interactive Resume
- Interactive Messaging
- Interactive Biographies

## Training

In our world of accelerated change, knowledge is everything. For your company to succeed, your staff must be current and informed. The success of your business will be determined by what they know and how they apply it. To help your company succeed, we have developed the following training programs:

- Desktop Training
- Application Training
- Technical Training
- Specialty Training
- Custom Training
- Development Programs
- Bell Canada Contact Center Programs

## Practice Groups

We are experienced professionals, able to provide direction, knowledge and consultation regarding effective business management. Our business management consultation services include:

- Contact Center
- Retail/Hospitality
- Sales Force Effectiveness



# Licensee Application Form

## PERSONAL INFORMATION *(if a partnership each applicant must apply):*

Full Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ Postal Code: \_\_\_\_\_

## CONTACT INFORMATION:

Business Number: \_\_\_\_\_ Residence Number: \_\_\_\_\_  
 Business Fax: \_\_\_\_\_ Residence Fax: \_\_\_\_\_  
 Email Address: \_\_\_\_\_ Email Address: \_\_\_\_\_

## EDUCATION *(highest level attained):*

School: \_\_\_\_\_ Degree: \_\_\_\_\_

## PROFESSIONAL CERTIFICATION:

Institution: \_\_\_\_\_ Certification: \_\_\_\_\_  
 Institution: \_\_\_\_\_ Certification: \_\_\_\_\_

## BUSINESS EXPERIENCE:

Current Occupation: \_\_\_\_\_  
 Current Employer: \_\_\_\_\_  
 From: \_\_\_\_\_ To: \_\_\_\_\_  
 Previous Occupation: \_\_\_\_\_  
 Previous Employer: \_\_\_\_\_  
 From: \_\_\_\_\_ To: \_\_\_\_\_  
 Previous Occupation: \_\_\_\_\_  
 Previous Employer: \_\_\_\_\_

## REFERENCES: (No contact will be made without prior verbal approval):

Name: \_\_\_\_\_ Address: \_\_\_\_\_ Business Number: \_\_\_\_\_  
 Name: \_\_\_\_\_ Address: \_\_\_\_\_ Business Number: \_\_\_\_\_  
 Name: \_\_\_\_\_ Address: \_\_\_\_\_ Business Number: \_\_\_\_\_

## STATEMENT OF NET WORTH:

<u>Assets</u>	<u>Amount</u>	<u>Liabilities</u>	<u>Amount</u>
Cash	_____	Mortgage on Home	_____
Savings	_____	Second Mortgage	_____
Stocks, Bonds	_____	Bank Loan	_____
R.R.S.P.'s	_____	Institution Loan	_____
Home	_____	Institution Loan	_____
Other Real Estate	_____		
Personal Belongings	_____		
		Total Assets:	_____
		Total Liabilities:	_____
		Net Worth:	_____

**LIFE INSURANCE:**

Company Name: \_\_\_\_\_ Amount: \_\_\_\_\_ Cash Value: \_\_\_\_\_  
Company Name: \_\_\_\_\_ Amount: \_\_\_\_\_ Cash Value: \_\_\_\_\_  
Company Name: \_\_\_\_\_ Amount: \_\_\_\_\_ Cash Value: \_\_\_\_\_

**SOURCES OF INCOME:**

1: \_\_\_\_\_  
2: \_\_\_\_\_

**CAPITAL AVAILABLE:**

\_\_\_\_\_  
\_\_\_\_\_

**BANK INFORMATION:**

Name: \_\_\_\_\_ Address: \_\_\_\_\_  
Checking: \_\_\_\_\_ Savings: \_\_\_\_\_ Other: \_\_\_\_\_  
Name: \_\_\_\_\_ Address: \_\_\_\_\_  
Checking: \_\_\_\_\_ Savings: \_\_\_\_\_ Other: \_\_\_\_\_

**GENERAL INFORMATION:**

Explain why you are interested in becoming a "licensee" of Drake Medox Health Services?  
\_\_\_\_\_

How did you hear about Drake? \_\_\_\_\_

Have you ever worked for Drake International or any of its divisions? \_\_\_\_\_

If yes, when? \_\_\_\_\_ Location: \_\_\_\_\_

Have you ever worked in a similar business? \_\_\_\_\_ If yes, state company name, address, dates employed and duties. \_\_\_\_\_

Are you familiar with the Health Services Industry?  
\_\_\_\_\_

Please list other Drake International Service Lines that interest you: \_\_\_\_\_

What are your location preferences?  
\_\_\_\_\_

How soon can you start business operations? \_\_\_\_\_

Comments and any questions? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The Applicant certifies that all of the above information is true and accurate.

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_  
Co-Applicant \_\_\_\_\_

Date received at Head Office \_\_\_\_\_



## INFORMATION AND DEMOGRAPHICS

INFORMATION AND DEMOGRAPHICS REQUIRED TO DETERMINE IF AN OPPORTUNITY EXISTS TO OPEN A BRANCH OF: DRAKE MEDOX HEALTH SERVICES LICENSEE

### CANDIDATE:

- Professional nurse?
- Does the candidate have a network of professional health care providers?

### COMPETITOR INFORMATION: (WHERE APPLICABLE, COLLECT INFORMATION)

- Yellow pages (nursing services)
- Magazine/ newspaper advertising
- Brochures
- Internet

### WHAT IS THE COMPETITORS AREA OF EXPERTISE:

Determine their niche:

- through contacts,
- shopping of competitors/ networking
- institutional contacts
- magazine/newspaper articles
- Internet articles/ advertising

### WHAT IS COMPETITORS SHARE OF MARKET?

ASK:

- businesses, institutions, contacts, other health care professionals
- complete mini survey to referral sources
- question fees, availability of market and services
- opportunities that are available, (i.e. Adult Day Care Centres)
- shortages of staff, shortage of training
- competitors weakness

### DEMOGRAPHICS:

Obtain demographics of area to be service:

- Stats Can,
- bookstores
- libraries

- internet
- government i.e. "Tracking the Trends"

Obtain area maps, and determine:

- location of influential populations (if applicable)
- specific religious, ethnic services
- concentration of seniors
- locations of hospitals
- rehabilitation centres,
- all facilities
- schools
- specific government programs, i.e. in schools

Obtain breakdown of population by:

- age, seniors, children
- specifics of area, i.e. urban area with new schools, military bases
- nationalities
- social services availability

## DETERMINING POTENTIAL CLIENTS:

List all:

- institutions
- care facilities (private and go)
- rehab centres
- convalescent care facilities
- prisons

Determine their hiring practices:

- through contacts
- networking
- telephone or personal visits to referral sources
- discharge planners
- social services

- Do they have existing contracts
- Is their a bidding process
- What is needed or lacking in this facility
- What areas are not covered, again a potential niche

Determine available government funding or contracts:

- Local, provincial
- Ministry of Child and Family
- Workmen's Compensation Board
- Schools
- Child Care facilities
- Government
- Insurance bureau



## REFERRAL SOURCES:

Gather information on all referral sources:

- Information may be available from community directories, web sites, government documents
- Estate officers, planners, banks, lawyers
- Public Trustees of Province
- Office of the Public Guardian
- Insurance companies
- Religious or ethnic services, Catholic Children's Aid, Churches, Synagogues
- Doctors, family practices, gerontologists, doctors who specialize in diseases of the aging population

Specialized medical facilities:

- Aids Hospices, etc.
- Retail sources, maternity related buyers, medical appliance sales companies, i.e. wheelchairs

## THE SENIORS MARKET:

List the senior's areas:

- apartments
- residences
- community centres
- specific demographics on concentrations of seniors
- What community activities are available for seniors: fairs, shows, seniors days (i.e. Pharmacies)

What advertising vehicles exist that target seniors:

- magazines
- periodicals
- What associations are available for seniors