

Madison Cooperative Development Coalition
CID Application
RMS Global Care

SPECIAL NOTE TO THE APPLICATION

- ❖ Please note: We redacted the address and contact information as it is a home address, phone and e-mail. Ms. Johnson is still in the business-planning phase of her business and is working from her residence in Verona.
- ❖ The Economic Development Division will be working with Ms. Johnson to encourage her to locate with in the City of Madison when she is ready to open an office. We do know that many of the families she would work with on training for home health who are potential worker owners will be in the City of Madison and this is why it is a qualifying program for the Cooperative Enterprise Development Program.

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Applicant information

- **Business name**

RMS Global Care

- **Business address**

[REDACTED], Verona, WI 53593

- **Name, phone number, address, and email address of primary contact person.**

Rita M Johnson, [REDACTED]

Description of the product(s) or service(s) your co-op will offer

We provide Home health Care: Health is Wealth. Services provided include preventative, curative, promotional, rehabilitative, or palliative healthcare. We will provide medical services in a systematic way to individuals of all ages, families, and communities. Professional capacity includes skilled nursing, Nursing Aide, personal care, and supportive care.

A mission of RMS is to provide training for friends and family to create jobs for caretaking in the home—we want to help people to get paid to provide in home care work for their loved ones.

As a start-up business, we will provide services throughout the Dane County area, branch out to Near south west counties, and then throughout the State of Wisconsin, with the goal being to provide services throughout the United States

Description of how your co-op contributes to achieving the mission of MCDC

Our role is to support family members who are not receiving income for the care work they are fulfilling. By creating paid jobs and living wages, we are addressing inequalities in our community and supporting families in receiving the care they need.

List of key organizers and their relevant experience or expertise in cooperatives, unions, and/or business development. You need at least three (3) organizers to be eligible.

As owners of Global Care, we possess a wide array of education and experience to successfully operate and provide quality services.

- Rita M. Johnson - 31 years of Nursing Care experience, Education Registered Nurse - Madison Area Technical College, UW school of nursing currently working on BSN/MSN . Specialized training in Adult and Pediatric clients on Life support in the home setting.

Specialized Training to work with Wound Care Clients, Train the Trainer Certification Teacher- certified to teach CNA Classes

- Mariama Libby - RN, has over 30 years of experience as a registered nurse and specialized training in pediatrics and adults and has wound care experience.
- Shojonae Jones- has a bachelor degree in Human Services and a Master Degree in Public Administration with a focus in Leadership Management, and is a licensed Social Worker currently working toward a PH. D in Forensic Psychology. She is an experienced program manager with a solid background in communications. In addition, she has expertise in planning, policy and program development.

List of community-based organizations you will be working with (if any) and how you will work together

I am a recent graduate of the Social Good Accelerator, where I've connected to organizations and individuals important to my work. Individuals can help with technical assistance as we build out network. We will work with fellow Social Good entrepreneurs (of the 2019 cohort, and hopefully past cohorts) to connect our services to build more holistic support systems for our clients.

Description of how this grant will impact the development of your cooperative: Include at least three (3) expected outcomes.

This grant will help us to work on our business plan so that our business can launch and begin creating jobs. It will also help us to navigate the regulatory framework, assess business structure options, including the worker cooperative model, and investigate pricing plans for Medicaid and Medicare reimbursements, as well as veteran assistance. We also want to connect with the IRIS program to serve people with disabilities.

Budget that describes how the grant funds will be spent

At the beginning of Global Care's existence, we plan to operate out of my home office, Everything that will be needed to provide the services is mobile. We will need a computer with internet access, printer, scanner, fax machine; among other basic office supplies (i.e. pens, paper, white out). Global Care in its startup stages will not be affected by parking, or zoning. We will also work with a professional business planner, Genia Stevens (services and fees outlined below), who is familiar with the co-op model and the homecare co-op model. We will also need to consult with an attorney to incorporate. Therefore, we are applying for the full \$10,000 in funding from MCDC.

Service Provider: Genia Stevens, Consultant (Belwah Media, Belwah Strategy)

<http://geniastevens.com>

geniastevens@gmail.com

608.466.5230

3030 Laura Lane, Ste. 203
Middleton, WI 53562

1. DESCRIPTION OF SERVICES.

Genia Stevens will provide to Rita Johnson of RMS Global Care, upon execution of a services contract, the following services (collectively, the "Services"):

FEASIBILITY STUDY: to determine the viability, profitability, and sustainability of RMS Global Care and determine the best business model for RMS Global Care (Co-op, 501(c)(3), or LLC).

STRATEGIC BUSINESS PLAN DEVELOPMENT: perform market analysis, describe organizational structure, outline sources and uses of funding, establish organizational goals, establish financial projections for the first five years, prepare for changes in the marketplace, establish the action items necessary to achieve organizational goals, track growth, and establish a marketing plan.

CONSULTING: 20 hours of business coaching on various aspects of running a business, in addition to guidance and business coaching on operating as an LLC or using a fiscal agent while forming a co-op, training and education on the **healthcare** co-op model, advising on the use of remaining \$10K CID mini-grant funds for use on additional professionals (what additional professional services does RMS Global Care need based on which business model works best for RMS Global Care?)

2. PAYMENT: The total fee for services provided by Genia Stevens - \$5000

Timeline of development for your cooperative

To fully develop this cooperative, we expect a timeframe of about 12 – 18 months. This includes the development of the feasibility study, development of the business plan, development of bylaws, establishing a board of directors, hiring the first worker-owners, securing various sources of funding, ramping up on clients, building our brand in the community, and other aspects that accompany starting a new business venture. **Until the cooperative is fully developed, RMS will launch and operate as an LLC, or under the umbrella of a fiscal agent (Center for Community Stewardship).**

To establish a successful home health care facility that provides medical services there must be licensed professional nurses present to provide the medical services. Also, there needs to be someone linked to the community to ensure continued recognition of RMS Global Cares. Global Cares will start out as a 3-person organization: 2 members have Registered Nursing degrees, 1 has a degree in Social Work and Public Administration. The expertise of this team will allow RMS to provide medical nursing care in home, in addition to ensuring that the client has access to all resources required to help them live comfortably and cope with day to day life.

In the United States the home health care industry is an enormous \$84 billion industry and it continues to grow. It is almost inevitable that any home healthcare business will operate at a loss for the first three to six months while building the client base and the organization gets on a regular billing cycle with big programs such as Medicaid and Medicare. This will require a carefully thought out cash flow management plan to ensure the company gets through the key first few months