

nj Projects
Since 2018

Caregiver Bridge:

Connecting Healthcare Facilities and Qualified Caregivers

KSA Presentation – 2024



NI Projects: Building a Stronger Caregiver Workforce

NI Projects is a Philippines-based company dedicated to bridging the gap between international healthcare facilities seeking qualified caregivers and individuals passionate about providing compassionate patient care. We operate under Caregiver Bridge, a comprehensive service for homecare agencies and aspiring caregivers.

Vision And Mission

Our Vision

We envision a healthcare system where every patient receives exceptional care delivered by highly skilled and compassionate caregivers. We strive to achieve this by creating a seamless bridge between qualified individuals and hospitals, empowering a future workforce that elevates the standards of caregiving.

Our Mission

- To connect hospitals with highly qualified and well-trained caregivers, ensuring a more efficient hiring process and improved quality of care for patients.
- To empower individuals seeking careers in caregiving by providing them with the necessary skills, training, and support to excel in their roles.

Training And Recruitment

Caregiver Recruitment
We leverage our extensive network and marketing strategies to attract a diverse pool of potential caregivers.

Pre-Screening and Assessment
We conduct thorough background checks, reference checks, and skills assessments to identify qualified individuals with the right temperament and aptitude for caregiving.

Customized Training Programs
We offer a comprehensive training program tailored to each partnering homecare agency's specific needs, covering topics such as basic patient care, infection control, communication skills, and dementia care. Training can be delivered in-person or virtually for maximum flexibility.

Ongoing Support
Our commitment extends beyond placement. We offer dedicated case managers to both hospitals and caregivers, providing ongoing support to address any questions or concerns that may arise.



Process of Training And Recruitment



Benefits for Homecare Agencies



Reduced Time-to-Hire

Our streamlined process saves you valuable time and resources typically spent on recruitment and onboarding.

Improved Quality of Care

With access to well-trained and qualified caregivers, you can ensure your patients receive the highest standards of care.

Reduced Turnover Rates

Our training and support programs contribute to increased job satisfaction and retention among caregivers.

Benefits for Caregiver Applicants



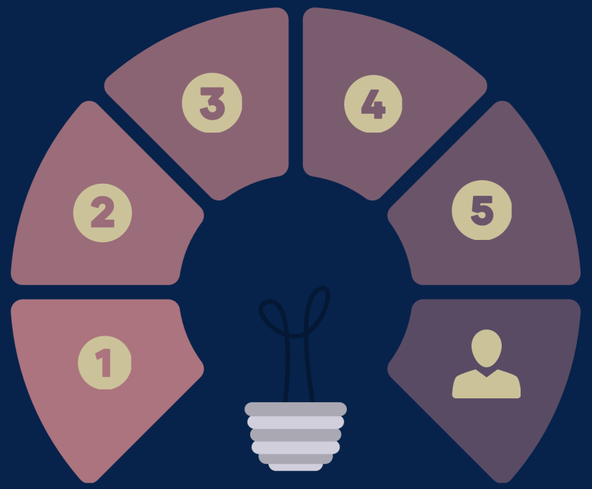
Enhanced Skills and Knowledge
Our comprehensive training program equips you with the necessary skills and knowledge to succeed in your caregiving career.

Increased Job Opportunities
We connect you with a wider range of job opportunities at top hospitals through our established network.

Career Development Support
We offer ongoing support and resources to help you advance in your caregiving career.

Implementing Pre-Screening and Assessment for Caregivers

1 Pre-screening:



Application Form:

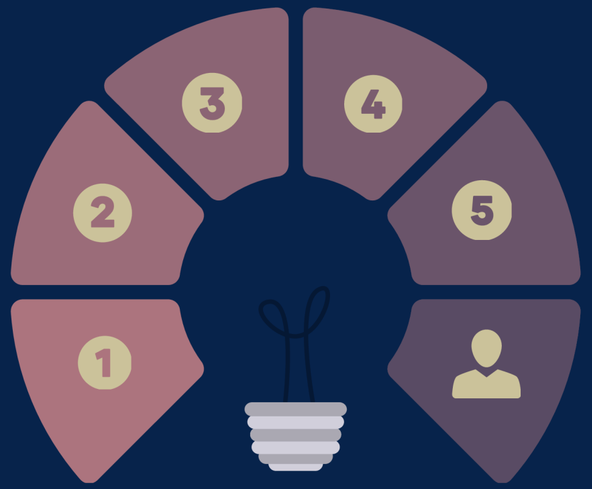
Develop a basic online application form capturing essential information like contact details, education, and work experience. Include questions to gauge their initial interest and suitability for caregiving, such as:

- Why are you interested in a career in caregiving?
- Do you have any prior experience caring for others (children, elderly parents)?
- Are you comfortable assisting with personal hygiene tasks?
- Are you physically able to lift and transfer patients (if applicable)?

Automated Checks:

Integrate automated checks for basic eligibility criteria like minimum age requirement and possession of a valid driver's license (if needed).

2 Assessment:

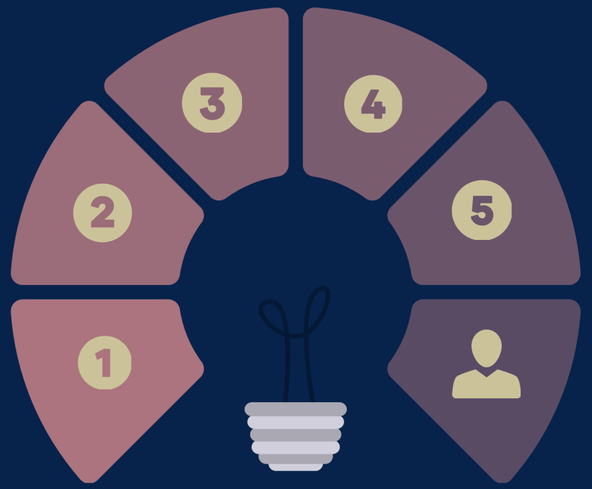


Skills Assessment:

- **Written test:** Design a multiple-choice or scenario-based test to assess basic knowledge of anatomy, physiology, medical terminology, and caregiving techniques.
- **Practical skills demonstration:** If feasible, conduct a skills demonstration where applicants perform basic tasks like transferring a patient, assisting with dressing, or taking vital signs (using simulation equipment).

- **Reference Checks:** Contact listed references to verify employment history, job performance, and suitability for caregiving roles.
- **Background Check:** Partner with a reputable background check company to conduct a thorough background check, including criminal history verification and verification of education and licenses (if applicable).

3 Interview:

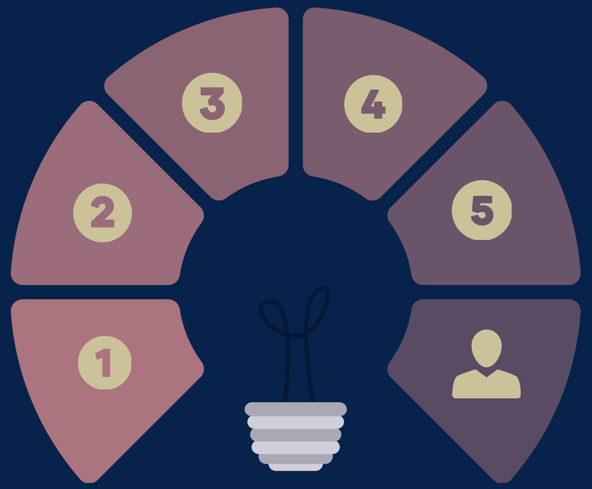


Conduct a structured interview with shortlisted applicants.

Focus on:

- **Soft skills:** Assess compassion, empathy, patience, communication skills, and ability to work as part of a team.
- **Motivation:** Understand their reasons for pursuing a career in caregiving and their long-term career goals.
- **Availability:** Discuss their work schedule flexibility and commitment level.

4 Pre-Screening and Assessment Form

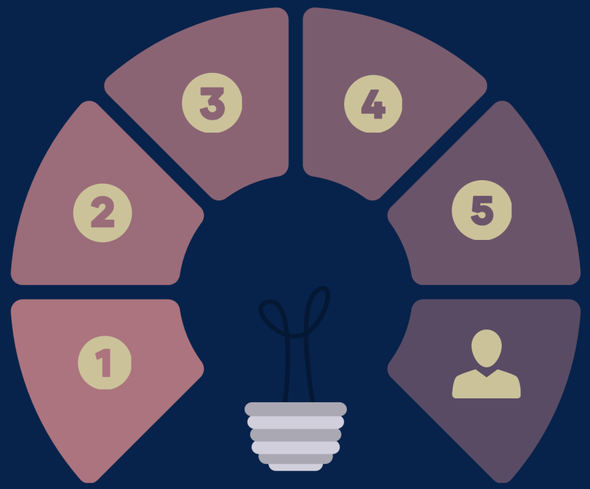


Applicant Information:

- Full Name:
- Contact Information: Phone Number, Email Address
- Date of Birth:
- Education: Highest level of education completed
- Work Experience: Briefly describe any previous experience related to caregiving (e.g., volunteering, childcare)

Caregiving Interest:

- Why are you interested in a career in caregiving?
- Are you comfortable assisting with personal hygiene tasks (bathing, dressing, toileting)?
- Are you physically able to lift and transfer patients (if applicable)?
- Do you have reliable transportation (if applicable)?



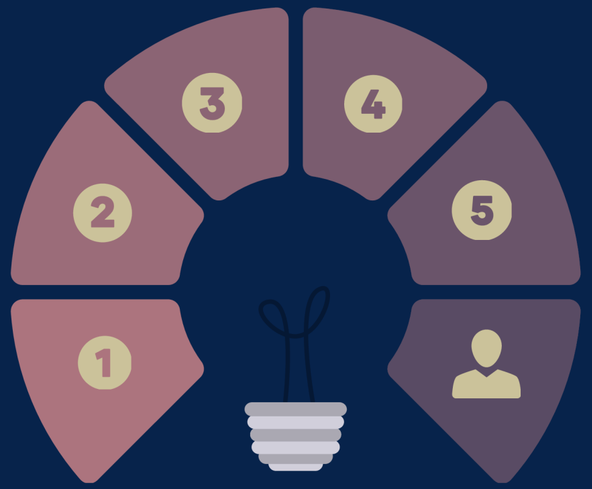
Availability:

- Are you available to work weekends and holidays?
- Are you flexible with your work schedule?

Skills Assessment: (Optional for pre-screening, can be a separate test)

- Include multiple-choice questions covering basic anatomy, physiology, medical terminology, and caregiving techniques.

5 Additional Considerations:



Data Security: Ensure the application form and assessment process comply with data privacy regulations.

Accessibility: Ensure the application and assessment process are accessible to individuals with disabilities.

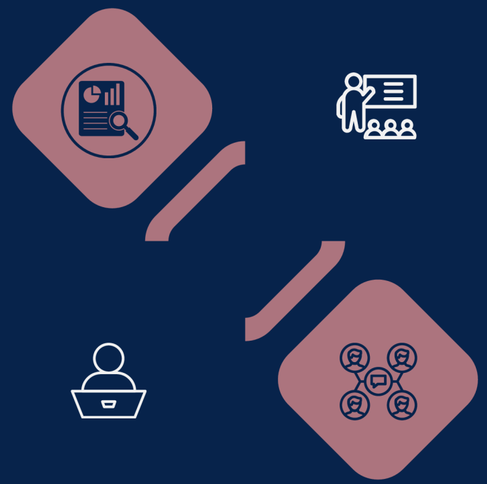
Transparency: Communicate clearly with applicants about the pre-screening and assessment process timeline and expectations.

By implementing a thorough pre-screening and assessment process, you can identify qualified caregivers with the right temperament, skills, and commitment to provide exceptional patient care.

Customized Training Programs

1

Basic Patient Care

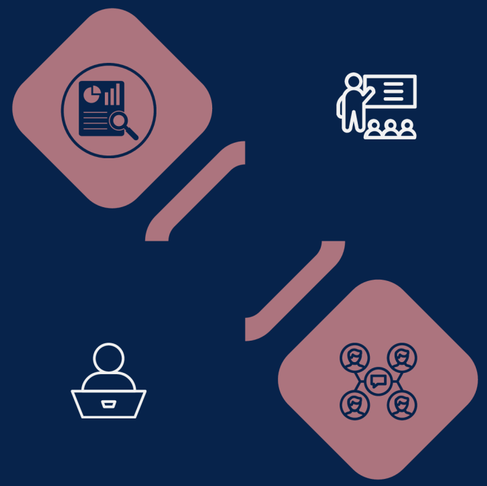


- **Activities of Daily Living (ADLs):** Assisting with bathing, dressing, toileting, eating, and transferring.
- **Vital Signs:** Measuring and recording temperature, pulse, respiration, and blood pressure.
- **Positioning and Comfort Measures:** Promoting proper body alignment and comfort for patients.
- **Range of Motion Exercises:** Helping patients maintain joint mobility and prevent muscle atrophy.
- **Feeding and Hydration:** Ensuring patients receive adequate nutrition and fluids.
- **Safe Patient Handling:** Techniques to prevent injuries to both patients and caregivers while transferring or moving them.
- **Infection Control Practices:** Maintaining a clean and safe environment to prevent the spread of germs.

This is not an exhaustive list, and the specific training content may vary depending on the needs of the hospitals and caregivers.

2

Infection Control

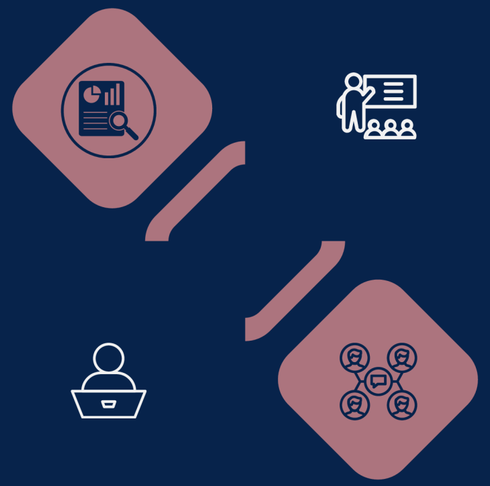


- **Standard Precautions:** Universal precautions used to prevent transmission of infections from any source.
- **Hand Hygiene:** Proper handwashing techniques to prevent the spread of germs.
- **Aseptic Technique:** Maintaining a sterile environment during procedures.
- **Use of Personal Protective Equipment (PPE):** Understanding when and how to use gloves, gowns, masks, and eye protection.
- **Disinfection and Sterilization:** Proper cleaning and disinfection of equipment and surfaces.
- **Waste Management: Safe disposal of medical waste and sharps.**

This is not an exhaustive list, and the specific training content may vary depending on the needs of the hospitals and caregivers.

3

Communication Skills

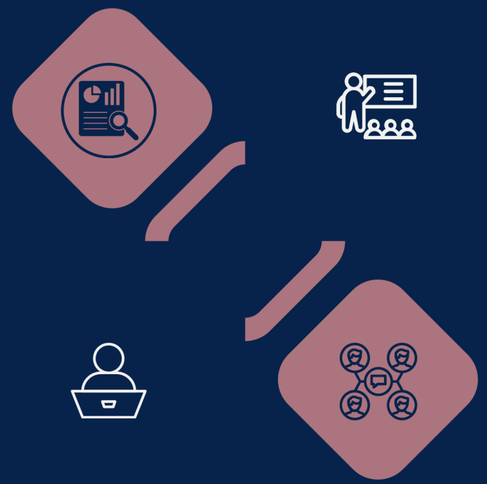


- **Active Listening:** Paying close attention to patients and understanding their needs.
- **Verbal Communication:** Communicating clearly and respectfully with patients, families, and healthcare team members.
- **Nonverbal Communication:** Understanding the importance of body language and facial expressions.
- **De-escalation Techniques:** Managing difficult or agitated patients.
- **Cultural Competency:** Providing care that is sensitive to patients' cultural backgrounds and beliefs.
- **Documentation:** Accurately recording patient information and care provided.

This is not an exhaustive list, and the specific training content may vary depending on the needs of the hospitals and caregivers.

4

Dementia Care



- **Understanding Dementia:** Learning about the different types of dementia, their causes, and symptoms.
- **Communication Strategies:** Effectively communicating with patients with dementia.
- **Behavioral Management:** Understanding and managing challenging behaviors associated with dementia.
- **Promoting Safety:** Creating a safe and secure environment for patients with dementia.
- **Activities of Daily Living:** Providing assistance with ADLs in a way that respects patient dignity and independence.
- **Emotional Support:** Providing emotional support for patients and families coping with dementia.

This is not an exhaustive list, and the specific training content may vary depending on the needs of the hospitals and caregivers.

Ongoing Support for Homecare Agencies and Caregivers

NI Projects recognizes that successful placement is just the first step. To ensure a smooth transition and long-term success, we offer comprehensive ongoing support to both agencies and caregivers through dedicated case managers. Here's a breakdown of the services provided:

Support for Agencies



Onboarding Assistance: Facilitate a smooth onboarding process for newly placed caregivers, including introductions to the facility, staff orientation, and clarification of hospital policies and procedures.



Performance Monitoring: Provide regular feedback on caregiver performance based on feedback from supervisors and patient satisfaction surveys.



Communication and Conflict Resolution: Act as a liaison between hospitals and caregivers, addressing any communication issues or conflicts that may arise.



Continuing Education Resources: Offer or connect hospitals with resources for ongoing caregiver education and skills development, ensuring they stay updated on best practices.



Retention Strategies: Collaborate with hospitals to develop strategies to improve caregiver retention, such as recognition programs, career development opportunities, and competitive compensation packages.

Support for Caregivers

Mentorship and Coaching: Provide ongoing mentorship and coaching support to help caregivers adjust to their new roles, navigate challenges, and develop their skills.

Emotional Support: Offer a listening ear and emotional support to caregivers who may experience stress or burnout.

Continuing Education Resources: Connect caregivers with ongoing educational resources and training opportunities to help them stay up-to-date on best practices and advance their careers.

Conflict Resolution Support: Assist caregivers in navigating any conflicts they may encounter with patients, families, or colleagues.

Career Development Support: Help caregivers identify career development goals and provide resources and guidance to achieve them.

Networking Opportunities: Facilitate networking opportunities for caregivers to connect with colleagues and share best practices.

Benefits of Ongoing Support

Improved Job Satisfaction: By addressing concerns and providing support, caregivers feel more valued and satisfied in their roles.

Reduced Turnover: Ongoing support helps retain qualified caregivers, reducing the costs and challenges associated with recruitment and onboarding.

Enhanced Quality of Care: Well-supported caregivers are more likely to provide compassionate and competent care to patients.

Improved Communication: Regular communication between DGIM, hospitals, and caregivers fosters a collaborative and supportive environment.

How Ongoing Support Works



- **Dedicated Case Managers:** Each hospital and caregiver will be assigned a dedicated case manager who is familiar with their specific needs and challenges.



- **Regular Communication:** Case managers will maintain regular communication with both hospitals and caregivers through phone calls, emails, and in-person meetings (as needed).



- **Feedback Mechanisms:** Establish clear feedback mechanisms for hospitals and caregivers to voice concerns and suggestions.

By providing ongoing support, NI Projects goes beyond simply connecting hospitals with qualified caregivers. We create a strong support system that fosters job satisfaction, reduces turnover, and ultimately leads to improved patient care.

Marketing Plan

Executive Summary

This marketing plan outlines strategies for NI Projects' Caregiver Bridge initiative to connect homecare Agencies with qualified caregivers and establish itself as a leading provider in the region.

Target Audience

Homecare Agencies: Our primary target audience includes hospitals of all sizes seeking to recruit, train, and retain qualified caregivers.

Caregiver Applicants: We target individuals passionate about providing compassionate patient care and seeking rewarding careers in the healthcare field

Marketing Objectives

- Increase brand awareness for Caregiver Bridge among hospitals and potential caregivers within the target region.
- Generate leads and establish Caregiver Bridge as a trusted resource for hospitals seeking qualified caregivers.
- Attract a diverse pool of qualified caregiver applicants seeking training and job opportunities.
- Position Caregiver Bridge as a valuable partner that improves hospitals' quality of care and reduces caregiver turnover.

Marketing Strategies

Develop a Strong Brand Identity: Create a cohesive brand identity that reflects Caregiver Bridge's commitment to quality, compassion, and building strong partnerships.

Content Marketing:

- Develop a website with informative content about Caregiver Bridge's services, benefits for hospitals and caregivers, and caregiver training resources.
- Create blog posts and articles on relevant topics like caregiver training, career development, and compassionate care practices.
- Utilize social media platforms (LinkedIn, Facebook) to share valuable content and engage with target audiences.

Digital Marketing:

- Implement targeted online advertising campaigns on search engines and social media platforms to reach hospitals and potential caregivers.
- Partner with healthcare-related websites or publications to reach a wider audience.

Public Relations:

- Issue press releases announcing new partnerships, awards, or community initiatives.
- Secure media coverage in local publications or healthcare industry journals.

Trade Shows and Events:

- Participate in healthcare industry trade shows and job fairs to connect with hospitals and potential caregivers.
- Host or sponsor workshops or informational sessions on caregiver training and career opportunities.

Referral Programs:

- Encourage existing hospital partners and satisfied caregivers to refer others to Caregiver Bridge's services.
- Offer referral incentives for successful placements.

Metrics and Measurement

- Track website traffic, social media engagement, and lead generation through website analytics and social media insights.
- Monitor the number of inquiries from hospitals and caregiver applicants.
- Measure conversion rates for website visitors and leads turning into hospital partnerships or caregiver placements.
- Track brand awareness through surveys or social media sentiment analysis.

Budget

Allocate marketing budget based on priorities and available resources. Consider budget allocation for website development, content creation, online advertising, event participation, and promotional materials.

Timeline

Develop a timeline for implementing marketing activities, with clear deadlines and milestones for each strategy.

Conclusion

By implementing a comprehensive marketing plan leveraging digital and content marketing, public relations, and targeted outreach, Caregiver Bridge can effectively reach its target audience. Regular monitoring and adjustments will ensure continuous improvement and a strong market position for this and other NI Projects initiatives.

Why Saudi Arabia?

Based on the data found in this article (The current situation of Long Term Care Last version.pdf), the non-profit sector has been deemed as an integral part of Saudi Vision 2030 (To raise the non-profit sector's contribution to GDP from less than 1% to 5%, and maximizing the impact of non-Profit sector). Some of the reasons in increased demand for caregivers are the following:

Aging Population: Saudi Arabia's population is aging rapidly, with a growing number of elderly individuals requiring care. This is due to increased life expectancy and declining birth rates. Source: (https://www.worldometers.info/demographics/saudi-arabia-demographics/)

Government Initiatives: The Saudi Arabian government is actively promoting home-based care for senior citizens. This creates a need for a qualified workforce to deliver this care. Source: (https://www.commonwealthfund.org/)

Shifting Social Norms: Traditionally, families have taken care of their elderly members. However, changing social norms and **increased participation of women in the workforce** are leading to a greater demand for professional caregivers.

NI Projects
Caregiver Bridge 3-Year Financial Plan

Cash balance alert minimum	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000		25,000	25,000	25,000	25,000	
Investment	200,000													
	Beginning	Jun 242	Jul 242	Aug 242	Sep 242	Oct 242	Nov 242	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Total
Cash on hand	200,000		57,500	124,977	241,100	359,223	477,346	704,338	573,592	581,715	589,838	597,961	606,084	
CASH RECEIPTS		Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Total
Caregiver course enrollees-40			80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	880,000
Deployment fee (10/month)			120,000	120,000	120,000	120,000	120,000	120,000	120,000	120,000	120,000	120,000	120,000	1,320,000
other courses/ contracts			100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	1,100,000
Website shop			3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	33,000
Investor's Contribution	200,000													0
TOTAL CASH RECEIPTS			301,000	301,000	301,000	301,000	301,000	301,000	301,000	301,000	301,000	301,000	301,000	3,333,000
Total cash available	200,000	0	301,234	124,977	241,100	359,223	477,346	595,469	573,592	581,715	589,838	597,961	606,084	
CASH PAID OUT		Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Total
Advertising		5,000	5,000	5,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	42,000
Iqama Transfer (3 employees)		20,000	0	0	0	0	0	0	0	0	0	0	0	20,000
Office space (free services + internet)		5,677	5,677	5,677	5,677	5,677	5,677	5,677	5,677	5,677	5,677	5,677	5,677	68,124
Training Room (4x300/day)		1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400
Car (rent a car)		3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
Housing		30,000	0	0	0	0	0	30,000	0	0	0	0	30,000	90,000
Office equipment and supplies		35,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	90,000
Training materials		15,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	48,000
Petty cash		10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000
Salary 1 (1 chief)		3,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	168,000
Salary 2 (1 Marketing & Web Master)		3,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	168,000
Salary 3 (1 Admin coordinator)		1,500	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	78,500
Facilitators (2)		1,600	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	67,600
Full-time instructors (3x10000)		0	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	33,000
ROI payout to investor		0	40,000	40,000	40,000	40,000	40,000	0	0	0	0	0	0	200,000
Miscellaneous		9,523	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	42,523
SUBTOTAL		143,500	126,257	121,877	119,877	119,877	119,877	109,877	79,877	79,877	79,877	79,877	109,877	1,286,147
CASH PAID OUT		Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Total
Loan principal payment														0
Capital purchases														0
Other start-up costs														0
Shareholders' withdrawal			50,000	50,000	50,000	50,000	50,000	200,000	200,000	200,000	200,000	200,000	500,000	1,750,000
TOTAL CASH PAID OUT			#REF!	#REF!	#REF!	#REF!	#REF!		#REF!	#REF!	#REF!	#REF!	#REF!	#REF!
Cash on hand (end of month)	200,000	0	124,977	241,100	359,223	477,346	595,469	573,592	581,715	589,838	597,961	606,084	284,207	
OTHER OPERATING DATA		Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Total
Sales volume (pounds)														0
Accounts receivable balance														0
Bad debt balance														0
Inventory on hand														0
Accounts payable balance														0
Depreciation														0

DGIM LLC



Caregiver Bridge:

Connecting Healthcare Facilities and Qualified Applicant

Thank You

Visit Our Website is under construction

Assumptions

Knowledge



Revenue Model: Revenue sharing with hospitals based on a percentage of the first month's salary for each successfully placed caregiver. 50%

Retention



Cost Structure: Fixed costs include salaries, marketing & advertising, technology (ATS & LMS), and background checks. Variable costs include travel expenses (optional) and commissions for successful placements.

Year 1

Revenue:

- Target number of hospital partnerships: X (Number needs to be based on market research and sales goals)
- Average first-month salary of placed caregivers: $[Amount] (Needs research)
- Revenue sharing percentage: Y% (Negotiated percentage)
- Projected Revenue = X * [Amount] * Y%

Costs:

- Fixed Costs: $[Amount] (Estimate salaries, marketing, technology, and background checks)
- Variable Costs: Z% of Revenue (Estimate commission and travel expenses)
- Projected Profit/Loss = Projected Revenue - (Fixed Costs + Variable Costs)

Year 2

Revenue:

- Increase number of hospital partnerships by W% (Growth target)
- Project revenue based on increased partnerships and potential salary inflation.

Costs:

- Fixed costs may increase slightly due to potential salary adjustments.
- Variable costs may increase proportionally with revenue growth.

Projected Profit/Loss:

Recalculate based on Year 2 revenue and cost projections.

Year 3

Revenue:

- Further increase partnerships or explore additional service offerings.
- Project revenue based on continued growth strategy.

Costs:

- Evaluate potential cost adjustments based on company growth and market trends.

Projected Profit/Loss:

Recalculate based on Year 3 revenue and cost projections.

Financial Statements:

Financial statements (Income Statement, Balance Sheet, Cash Flow Statement) for each year. These statements will break down revenue sources, expenses, assets, liabilities, and cash flow. This information is crucial for attracting investors and securing funding.

Break-Even Analysis:

Conduct a break-even analysis to determine the number of successful placements needed to cover all costs and reach profitability.

Financial Projections are Estimates:

These projections are based on assumptions and will require ongoing adjustment based on market research, actual performance, and potential changes in strategy.

- **Marketing Strategy:** Develop a targeted marketing strategy to reach both hospitals and potential caregivers.
- **Competitive Landscape:** Research competitors and highlight your unique value proposition (e.g., comprehensive training, ongoing support).
- **Funding Requirements:** Determine potential funding needs (if any) based on your growth strategy.

Conclusion:

This 3-year financial plan provides a framework for NI Projects' Caregiver Bridge to project its financial performance. By conducting thorough market research, developing a solid business plan, and managing costs effectively, NI Projects can achieve its goals of connecting hospitals with qualified caregivers while building a successful and sustainable business.

Extra service: Orientation to Saudi Culture

to be continued