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### BrightStar sees demand for home health care growing

Dallas Business Journal - by [Joyce Tsai](#) Staff writer

To meet the rising demand for home health care, **BrightStar Healthcare** of Dallas has plans to establish four offices in the Metroplex and add more than 150 caregivers in the next two to three years.

The company aims to open two of the offices within the next year. It is looking for space near the intersection of Spring Valley and Coit roads in Richardson for an office that it hopes to open by June.

It also plans an office inside Hope Cottage Pregnancy and Adoption Center in Uptown Dallas, said Arnold Bryan, president and owner of BrightStar Healthcare of Dallas. His company is a franchise of Chicago-based BrightStar Healthcare.

In general, the franchise is looking to renovate and lease spaces of 1,000 to 1,200 square feet in high-profile areas, preferably with a retail presence. It is working with broker Kathy Dickey of Christon Co. and has obtained financing to renovate and equip those spaces, Bryan said.

Within a few years, it hopes to develop additional offices in Rockwall and Irving or Grand Prairie. Since opening its office in Carrollton two years ago, its clientele has grown to 80 seniors, and its staff of caregivers has grown from 30 to 80. Each location will employ office staff and about 40 caregivers, Bryan said.

The recession is making home health care look more attractive because it can be less expensive than assisted-living centers, Bryan said. Also, many seniors can't sell their homes in the current market, said Gerard Odulio, president of Home Helpers of Plano, another home health company.

The average cost for most assisted-living centers is about \$2,500 to \$3,000 per month, said Lue Taff, director of the Elder Support program at the Senior Source, a nonprofit that advises seniors on their post-retirement options. Home health professionals generally charge about \$17 per hour, she said, and can work part-time schedules if necessary.

But home health care can be more expensive than assisted living if the patient needs 24-hour care. Live-in rates start at \$225 per day, she said.

[joycetsai@bizjournals.com](mailto:joycetsai@bizjournals.com) | 214-706-7121

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