

Market Study and Business Plan: Whole Life Approach, LLC

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Service Area: Douglas County (Launch Base), Lane County, Coos County, Oregon

Model: 100% Remote / Work-From-Home (WFH) I/DD Agency

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This business plan contains confidential, proprietary, and trade secret information belonging exclusively to Whole Life Approach, LLC. The operational frameworks, logistical models (including but not limited to the Rural Grouping Strategy, Activity-Based Pay structure, Remote/WFH administrative architecture, and Single-Staff Contingency protocols), and business concepts detailed herein are provided strictly for the evaluation of this agency by authorized stakeholders, state licensing officials, and financial partners. Reproduction, distribution, replication of these specific business models, or disclosure of this document—in whole or in part—to any unauthorized third party, particularly competing Intellectual and Developmental Disabilities (I/DD) provider agencies or individuals intending to open new provider agencies, is strictly prohibited without the express written permission of the Founder/Executive Director of Whole Life Approach, LLC.

FORWARD-LOOKING STATEMENTS & ADAPTABILITY NOTICE

This business plan represents the current vision, operational models, and strategic intentions of Whole Life Approach, LLC at the time of writing. However, to remain agile, responsive to the community, and financially viable, nothing within this document is 100% set in stone. The agency explicitly reserves the right to modify, expand, reduce, or pivot any services, compensation structures, logistical models, or operational frameworks in the future based on real-time market demand, client/staff feedback, funding changes, and operational necessity.

1. Executive Summary

This business plan outlines the strategic entry and operational model for **Whole Life Approach, LLC**, a lean, remote-first Intellectual and Developmental Disabilities (I/DD) service agency. Operating entirely as a Work-From-Home (WFH) organization without brick-and-mortar office space, the agency fundamentally eliminates traditional administrative bloat. This structural advantage redirects funding directly toward higher wages for Direct Support Professionals (DSPs) and superior, community-integrated care. Rooted in an advocate- and goal-centric philosophy, our unique focus on freedom empowers our team to lean heavily into their personal morals, ethics, and a shared sense of duty to improve conditions for everyone in Oregon. Initially launching in Douglas and Lane counties, the agency specializes in the standard Community Living Supports (CLS) model—providing Relief Care, Attendant Care, Chore Services, and Day Support Activities (DSA) spanning from 1:2 up to 1:6 ratios—with a unique logistical focus on grouping remote clients for full-day community outings.

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2. Market Overview, Size, and Growth Trends

Oregon operates a highly progressive, community-integrated I/DD service model entirely free of state-operated institutions.

- **Market Size & Funding:** For the 2025–2027 biennium, the total Oregon Office of Developmental Disabilities Services (ODDS) budget is proposed at \$6.37 billion.
- **Growth Rate & Trends:** The predominant market trend is a shift toward highly person-centered, community-based care that emphasizes Competitive Integrated Employment (CIE) and social integration. The highest employment gains in Oregon are in private healthcare and social assistance; however, 89% of these job openings replace departing workers rather than expanding capacity.

3. Demographics and Target Profile

The target service areas feature significant geographical barriers and an aging demographic.

- **Geographic Phasing:** We will launch operations primarily in Douglas County, leveraging the founder's home base, before expanding quickly into Lane County, where the terrain and community resources are highly familiar. Coos County will follow as logistics permit.
- **Target Client Profile:** Given the massive distances and the realities of deep rural work, our ideal client profile focuses exclusively on individuals with **less significant medical needs**. Managing complex medical emergencies 3+ hours away from urban medical centers poses too high a risk for a lean, transit-heavy agency. We will focus our resources on behavioral, social, and functional support rather than high-acuity medical care unless strictly in-home, and natural and intensive safety nets are provided for sick staff or other considerations.
- **Client Preferences:** Individuals and their families heavily prefer agencies that offer reliable communication, consistent staffing, and active community engagement over isolation.

4. Needs and Pain Points

- **Severe Isolation in Rural Areas:** Clients living outside city centers in Douglas and Lane counties suffer from profound social isolation and have limited access to routine necessities like groceries or specialized retail.
- **Transportation Frictions:** Non-Emergency Medical Transportation (NEMT) in Oregon is notoriously unreliable for non-medical needs. ADA paratransit services rarely accommodate deep rural routes efficiently.
- **The "Revolving Door" of Care:** Due to low pay at traditional agencies burdened by overhead, clients frequently experience staff turnover, which damages the continuity of care.
- **Burnout Among Natural Supports (Respite Needs):** Families and unpaid caregivers in deep rural Oregon face immense, unrelenting burnout. The extreme lack of reliable Relief Care options in these regions means natural supports rarely get a break, threatening the long-term sustainability of the individual's living situation.

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- **The Need for Meaningful Household Contribution:** Many individuals with I/DD struggle with feeling like a "burden" to their families. There is a profound, unmet need for supports—such as guided grocery shopping, meal prep, or Chore Services—that actively empower the client to "help the family." By facilitating these tasks, clients transition from mere recipients of care to valuable, contributing household members, dramatically boosting their self-esteem and independence.
- **Navigating Housing and Relocation:** Families in deep rural areas often have limited insight into or knowledge of available, accessible housing options closer to town. Even when rural isolation becomes unsustainable, navigating the complex ODDS housing, brokerage, and relocation systems is overwhelming for families without dedicated, knowledgeable advocacy to guide them toward more integrated living situations.

5. SWOT Analysis

- **Strengths:** A 100% remote, WFH administrative model completely eliminates commercial rent. A highly specialized logistical capability for rural grouping. A highly scalable, ultra-lean tech stack ensures minimal funds are wasted on software. A strong ethical/advocacy-driven culture. Strong financial runway via the founder's promissory note and upfront capital.
- **Weaknesses:** * *Remote Communication Gaps:* Reliance on remote communication means the agency must be highly intentional without a physical "water cooler." **Mitigation:** We utilize a comprehensive multi-modal communication plan that explicitly accommodates written, verbal, visual, and in-person check-ins as needed by the client, family, or staff. Furthermore, we flip this remote dynamic into a self-sufficiency tool: rather than relying on top-down clinical memos from an office, we empower clients to directly lead their own provider agency training. Clients become highly self-sufficient by creating visual/verbal intro videos discussing their specific needs, effectively training their own DSPs.
 - *Transit Dependency:* Initial vulnerability to transit and vehicle breakdowns across expansive counties.
- **Opportunities:** Massive unmet demand for DSA and chore services in remote pockets. The ability to capture market share from larger, bloated agencies that cannot retain staff.
- **Threats:** State-level funding cuts or reimbursement rate freezes. Heavy competition from commercial delivery sectors (Amazon, FedEx) poaching potential DSP drivers.

6. Operational Logistics: The Rural Grouping Strategy

To combat rural isolation and maximize mileage/transportation reimbursements, Whole Life Approach, LLC will implement a specialized **Full-Day Grouping Strategy**. We recognize that the "hard parts" of this model are extreme driving distances, staff fatigue, and unpredictable demand. We will manage these through strategic routing and data-driven planning:

- **Goal-Oriented Routing (The Triangle):** Instead of sending multiple DSPs on isolated 2-hour trips, the agency will strategically coordinate the "Staff, Client, and Destination Triangle." We will group 2 to 6 individuals living in similar geographical corridors who share similar goals (e.g., grocery shopping, visiting a farmers market).

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- **Managing the "Hard Parts" – Key Route Strategies:** Serving rural Oregon can easily require 3+ hours of driving per day. To combat driver fatigue and client overstimulation, we mandate structured sensory breaks and have specific strategies for our primary corridors:
 - *Roseburg <-> Eugene (I-5 Corridor):* High-efficiency routes utilized for accessing specialized medical, larger retail, and major community events.
 - *Coos Bay <-> Eugene (Hwy 126 / Hwy 38):* A highly scenic but demanding route. Ideal for nature-focused symptom management outings, requiring strategic pacing and pre-planned rest stops to manage the winding terrain.
 - *Roseburg <-> Coos Bay (Hwy 42):* Connecting deep rural pockets to the coast. Great for coastal community events and summer outings.
 - **Mitigating Burnout:** Deep rural outings are highly demanding. Therefore, these specific, long-distance routes will operate rarely at first, limited strictly per individual staff capacity and client needs (e.g., 1x/month). We will only scale the frequency and size of these outings if they prove to be highly appreciated and valuable to the community.
 - **Client, Family, and Case Manager Feedback Surveys:** To ensure zero wasted resources, the agency will send out comprehensive digital surveys (via Jotform) at least yearly to clients, their families, and referring Case Managers. This 360-degree feedback loop is vital to our model, guaranteeing we move in a direction that genuinely helps families and clients in the ways they need support. While the agency Founder/Executive Director retains the final say to ensure operational and financial viability, this data directly shapes which rare, high-value outings we plan and how we might expand our services in the future.
 - **Staff-Owned High-Capacity Vehicles & Future Fleet (2:6 Ratio):** To safely scale our group outings up to the 1:6 ratio limit, we utilize a strict **2-staff to 6-client (2:6) dual-staff model** for larger Day Support Activities. Before the agency acquires its own dedicated multi-passenger transit van fleet, staff are actively encouraged to purchase and utilize their own high-capacity vehicles (e.g., vans) to facilitate these trips.
 - **Community Transportation & Skill-Building:** In addition to personal or agency vehicles, staff may also utilize community transportation options (such as local buses or public transit) when it makes sense for learning purposes and active skill-building. This is strictly utilized only when it is verified to be viable for a specific trip, ensuring there is enough space and guaranteed accessibility on the transit system for all clients in the group.
 - **The Dual-Staff Breakaway Protocol:** The 2:6 dual-staff model provides unparalleled flexibility. If a client becomes dysregulated or requires individualized attention, one staff member can safely disembark with them at a safe, nearby community location (e.g., a library or quiet cafe) to provide 1-on-1 support. The second staff member continues the planned itinerary with the remaining group. The "breakaway" staff and client can then be picked up on the group's return route, or await a separate, backup ride home.

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- **Single-Staff Contingency & Flexible Outings:** While the 2:6 dual-staff model is our standard for large group outings, we recognize that staff sickness and sudden call-outs happen. If a second staff member is unavailable and no backup can be secured, the outing does not automatically face cancellation. The remaining staff member is fully empowered to adjust the itinerary, modify the group size to maintain safe and legal single-staff ratios (e.g., 1:3), or pivot the planned activities. This vital flexibility ensures that clients are not entirely let down by last-minute staffing limitations.
- **Combined Contracts Flexibility:** To ensure seamless compliance and revenue during a breakaway scenario or modified single-staff outing, all clients sign **Combined Contracts** (authorizing both DSA and Attendant Care). This allows the agency to instantly pivot billing from group DSA to 1:1 Attendant Care for a client's specific breakaway or customized time.
- **Activity-Based Pay & Strategic Mileage Reimbursement:** Because the agency is remote, DSPs are dispatched directly from their own homes. Staff are paid a specific base hourly rate for their administrative time and all non-billable activities. By applying this base rate to non-billable tasks, the agency structurally incentivizes staff to keep these activities to an efficient minimum, completing them faster so they can immediately scale up their pay to their full, metric-driven direct-care wage.
 - *Strategic Mileage Strategy:* The agency reimburses staff mileage per mile at a rate intentionally set lower than the maximum ODDS reimbursement rate. This vital arbitrage creates a financial buffer that allows the agency to pay staff for driving miles that ODDS does *not* explicitly cover—such as driving between client homes, long rural commutes to a client's residence, or driving to a dispensary for a client's approved holistic needs. This ensures staff are compensated for their actual wear-and-tear without bankrupting the agency's transportation budget.
- **Vehicle & Insurance Requirements (Current):** Because the agency's model is highly transit-dependent, staff using personal vehicles must maintain strict, clearly defined auto insurance standards to legally and safely transport clients. The agency maintains an overarching insurance plan to protect operations. Crucially, **staff are strictly required to carry a "business use" rider on their personal auto insurance plan.** The agency keeps a copy of the staff's auto insurance policy on file at all times to ensure compliance and active coverage.

7. Care & Advocacy Philosophy: Holistic Wellness and Goal-Centric Support

In strict alignment with the "Whole Life Approach" ethos, the agency champions holistic wellness and fierce client advocacy. We vehemently reject the traditional "agency decides what a person needs" model, fully empowering the client.

- **Advocate and Goal-Centric Focus:** Our model is built on freedom and self-determination. By removing corporate micromanagement, we empower our DSPs to lean heavily into their personal morals, ethics, and sense of duty. Every outing and support hour is strictly tied to advancing the client's self-identified goals.

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- **Client-Led Video Profiles (Self-Advocacy):** True self-determination means clients control their own narratives. Rather than relying solely on dry, clinical Individual Support Plans (ISPs), we empower clients to record quick, personalized video introductions. In these short videos, the client directly explains their preferences, boundaries, and what good support looks like to them, ensuring their voice is the loudest in the room and the very first thing a new staff member hears.
- **Uncompromising Client Privacy (The WFH Advantage):** Traditional agency offices often inadvertently breed toxic "water cooler" gossip, where staff venting about difficult shifts compromises the dignity and privacy of the individuals they serve. By operating a 100% remote model, we structurally eliminate the office water cooler. Case conferences, venting, and debriefs are handled securely, intentionally, and strictly 1-on-1 between field staff and supervisors, ensuring that a client's personal challenges remain completely confidential and their dignity is fiercely protected.
- **Radical Transparency with Clients & Families:** We reject the traditional gatekeeping of information. Families and clients have an open, honest view of how their authorized hours are being utilized, who is providing their care, and how the agency operates. We believe trust is built through proactive, transparent communication, not clinical distance.
- **Strict Non-Medical Boundaries:** Whole Life Approach is a non-medical support agency. Our DSPs and administrative staff do not diagnose, prescribe, or provide medical advice.
- **Supporting Approved Medicinal Alternatives:** Oregon possesses a progressive landscape for natural medicinals (including CBD, naturopathic supplements, and authorized medicinal cannabis). Where these are legally utilized and documented in the client's ISP for behavioral or physical symptom management, our staff are thoroughly trained to support the safe, compliant *self-administration* of these tools, strictly adhering to ODDS medication administration protocols without judgment or stigma.

8. Organizational Structure: The Remote Advantage

To ensure maximum funding reaches the front lines, Whole Life Approach, LLC utilizes a lean, remote, flat organizational structure powered by affordable, functional software.

- **The Owner-Operator Launch:** During the startup phase, the Founder will act as an owner-operator. By taking a very low initial salary and personally working in the field providing Attendant Care and DSA direct supports, the Founder will float the business's initial cash flow while directly building grassroots relationships with the first cohort of clients and county caseworkers.
- **Streamlined, Highly Scalable Tech:** We bypass expensive, bloated enterprise software for a highly scalable model. Initial subscription services run approximately \$300 upfront, with only minimal, predictable incremental increases per new staff member or client added. We utilize affordable, high-efficiency tools like Jotform for EVV-compliant shift notes and time tracking, enabling seamless CSV batch uploads directly to eXPRS.

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9. Staff Recruitment and Retention Strategies

Replacing a single DSP costs an agency up to \$5,200. Whole Life Approach will deploy the following strategies to maintain a stable, highly motivated workforce:

- **Client-Led Video Onboarding:** To bridge the gap between a new hire and a new client, our onboarding process includes having staff watch quick, client-recorded video trainings before their first shift. Instead of just reading a clinical file, new DSPs hear directly from the individual about the most important aspects of their support. This drastically reduces the anxiety of first shifts, builds instant rapport, and centers the client's humanity immediately.
- **Financial & Operational Transparency:** Our staff are not treated as mere cogs in a machine; they are respected professionals. We operate with an open-book philosophy regarding our decision-making processes. When staff understand *why* and *how* the agency makes money, they are more engaged in its success and trust that their labor is being fairly compensated.
- **Activity-Based Pay, Training Rate, & Strict Quality Control:** The agency employs an **Activity-Based Model of Pay**. To maintain high margins while properly training staff, all new, uncredentialed hires start at an **\$18/hr Training Rate** for Months 1-3 during their onboarding, shadowing, and probationary period. Once in the field, administrative duties, non-billable activities, and initial transit to clients are paid at a stable base rate. During active, direct client care, staff transition to their primary metric-driven wage.
 - *Case-by-Case Rate Matching:* Recognizing the immense value of veteran caregivers, the agency offers rate matching on a case-by-case basis. Incoming staff who are already trained DSPs or active Personal Support Workers (PSWs) can bypass the training rate and immediately start at a direct-care wage that matches the current SEIU Local 503 union scale.
 - *The Month-3 Union-Beating Escalation:* Our aggressive retention strategy applies to everyone at Month 3. Upon successful completion of their 90-day probationary period, the direct-care wages for *all* staff automatically escalate to a tier benchmarked **strictly above the current SEIU Local 503 union scale** for independent PSWs. This guarantees that by Month 3, our staff are earning more than they could by navigating the complex, independent union route, all while retaining the stability, tax withholding, and logistical support of an agency.
 - *Quality Assurance Control:* Because Medicaid billing relies entirely on documentation, direct-care wages are contingent upon quality shift notes. If a staff member submits poor notes, or fails to submit notes entirely, the agency cannot legally bill the state. Therefore, the staff member's pay for that specific shift reverts entirely to the non-billable administrative base rate. This policy guarantees strict ODDS compliance, protects the agency's cash flow, and directly incentivizes high-quality, timely documentation.
- **Upfront Certification Bonuses:** To attract highly qualified applicants and reward immediate readiness, the agency offers specific hiring and completion bonuses. Staff receive a direct financial bonus if they enter the agency with (or obtain during their training period) active CPR/First Aid (CPR/FA) certification, Oregon Intervention System (OIG-S) certification, or verifiable proof of completed DSP training through the State of Oregon's PSW system.

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- **Agency-Provided Technology Assets (Smartphones):** Recognizing that our 100% remote, cloud-based model relies heavily on consistent mobile technology for Electronic Visit Verification (EVV) tracking, remote training, and dispatching, the agency provides staff with a company smartphone **upon request**. Beyond acting as a practical retention tool, issuing agency-owned devices allows the agency better management of phone settings, essential security configurations, and direct visibility into phone usage while the staff member is actively working on shift. To build long-term retention and personal assets for our team, the agency pays off the device over a set employment period. If a staff member successfully completes this period, they own the phone outright. If they choose to resign early or are terminated before the payoff period is complete, they must either return the device to the agency in good condition or pay the remaining balance. This acts as a highly practical, day-to-day benefit that doubles as a powerful retention incentive (golden handcuffs).
- **At-Will Employment & Anniversary Retention Bonuses:** To provide mutual stability while maintaining operational flexibility and safety, employment remains strictly at-will. However, we heavily incentivize longevity: upon the successful completion of their 1-year employment anniversary, DSPs receive a guaranteed **retention bonus**. This milestone also acts as an annual re-evaluation period, allowing staff to adjust their chosen flexible benefits based on life changes.
- **Subsidized Career Ladders & Lead Opportunities:** We offer pooled paid time off (PTO) and a pathway to earn **\$28 to \$30/hr within their first year** by taking on Lead responsibilities combined with their direct in-person supports. Our ultimate goal is to empower staff to develop their own state-approved provider agency training curriculums.
- **The "Stipends Are King" Pre-Tax Philosophy:** We firmly reject the traditional corporate model where the employer paternalistically dictates high-fee, rigid benefit plans. Instead, we recognize that all people have vastly different life needs. We utilize our low-overhead savings to offer a highly flexible, performance-based **pre-tax reimbursement stipend** calculated at **up to \$1 per hour worked**. Because this is an accountable pre-tax reimbursement (rather than a highly taxed cash bonus), staff keep the full value of the funds. They can choose exactly how to allocate these funds:
 - Insurance premiums or out-of-pocket medical costs
 - Holistic health supplements
 - Childcare expenses
 - Cell phone usage
 - **High-Capacity Vehicle Allowance:** For staff looking to build personal assets while aiding the agency, they may elect to apply their earned monthly stipend directly toward an auto loan payment for a high-capacity vehicle (like a multi-passenger van) used for agency group outings. **Crucially, this specific allowance is only valid while the staff member is actively employed by the agency.**
 - *Note: Strict compliance requires a signed internal agreement and valid monthly receipt submissions for all reimbursements.*

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- **Collaborative Benefit Structuring & Operational Surveys:** True advocacy begins internally. Our staff are given direct opportunities to craft the agency's internal benefits structure and provide vital feedback on our daily operations through regular surveys. By collecting ideas from all levels of the organization, we empower our team to vote on new benefit initiatives and structural perks. While the Executive Director always retains the final say to ensure the agency's fiscal health, this collaborative approach guarantees our resources are aligned with the evolving, actual needs of our workforce.
- **Remote Culture & Progressive Policies (Liability Mitigation):** Recognizing that true work-life balance means not forcing "mandatory fun," all company culture and social activities are entirely optional. The WFH model also allows for a more lenient, modern office culture (e.g., progressive policies regarding off-duty cannabis use). **However, to strictly protect client safety and agency liability, this is paired with a zero-tolerance "Fitness for Duty" and sober-driving mandate.** Any staff member performing client transport is strictly prohibited from working under the influence and is subject to post-accident protocols.

10. Financial Projections & Startup Viability

The foundational mathematical model of Whole Life Approach relies on capturing high-margin state billing rates and redirecting traditional overhead costs straight into DSP wages and founder sustainability.

- **Revenue Streams:** The agency will primarily bill ODDS for standard Community Living Supports (CLS), including Relief Care, Attendant Care (at the current rate of **\$47.00/hr**), and Chore Services. Group DSA outings will be billed at their respective tiered group ratios spanning from 1:2 up to 1:6.
- **Comprehensive Margin Calculation:** By maintaining high operational efficiency and paying staff via our Activity-Based Model, the agency retains a strong gross margin on every hour of care provided. Critically, these margins have been reverse-engineered to comprehensively cover all predictable monthly operational bills (tech subscriptions, stipends) *and* all annualized expenses (such as overarching liability insurance premiums, CPA fees, and licensing renewals). This ensures that every hour billed inherently contributes to overhead, preventing end-of-year shortfalls.
- **Robust Startup Capital & The 1+ Month Cash Buffer:** State Medicaid/eXPRS reimbursements can be notoriously slow during the initial launch phase (often 30-60 days). Whole Life Approach is heavily insulated against this cash flow gap. The agency possesses **\$10,000 in upfront working capital**, supplemented by a guaranteed **\$2,755 monthly income** from a promissory note. To fully eliminate early cash-flow risk, the founder will execute a strategic solo launch. By personally providing 1:1 Attendant Care and DSA at the outset, the founder will build a strict, minimum **1+ month cash buffer** explicitly designed to cover all operational and payroll liabilities. The agency will definitively not hire its first full-time DSP until the eXPRS billing system is verified as fully operational and revenue is actively flowing into the agency's accounts.

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11. Compliance, Risk Management, & Current Status

- **Current Status:** Whole Life Approach, LLC is currently in the pre-enrollment phase. The founder is actively gathering requisite documentation and meticulously drafting comprehensive internal policies to formally submit the Provider Enrollment application to ODDS.
- **Backup Staffing Protocol & Flexibility:** Given the inherent risks of 3+ hour rural transit routes and unpredictable staff sickness, the agency is developing strict backup protocols. We will strategically cross-train staff and intentionally overlap schedules, ensuring that if an emergency occurs deep in Douglas County, or if a staff member faces a sudden vehicle breakdown, a designated backup DSP is always on-call.
- **Adapting to Staff Shortages:** In the event of unavoidable last-minute sickness where a backup is unavailable, the agency utilizes a highly flexible operational model. Rather than entirely canceling on clients—which causes frustration and breaks consistency—a single remaining staff member is empowered to safely modify the itinerary, split the outing, or reschedule specific clients to ensure an adapted version of the day's services can still be executed within legal safety ratios.
- **Insurance & Cannabis Liability Protection:** While we embrace a progressive off-duty culture to attract modern talent, we aggressively mitigate insurance risks. We strictly enforce on-the-job unimpaired driving and maintain robust Non-Owned Auto Liability coverage to ensure our LLC is continuously protected.

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12. Marketing Strategies (The Grassroots Model)

Drawing inspiration from successful community-integrated agencies like Allies, LLC, Whole Life Approach will rely on grassroots integration rather than clinical, corporate marketing:

- **The "Better Pay = Better Care" Value Proposition:** Our marketing to clients and Case Managers will explicitly highlight that our WFH administrative model means we pay our staff more. This directly translates to lower turnover, meaning clients get consistent, familiar care.
- **The WFH Privacy Advantage for Protective Families:** When marketing to parents and natural supports, we explicitly highlight that our lack of a physical office is a massive privacy shield for their loved one. Families are reassured knowing that their child's daily challenges, behaviors, or vulnerabilities won't become idle office gossip among dozens of uninvolved agency staff members.
- **The "Flexible Supplemental Contract" Advantage:** Recognizing that many clients already have primary daily caregivers, we offer combined, flexible contracts. Families and brokerages can contract with Whole Life Approach solely to utilize hours when a specific need arises—such as attending one of our surveyed group outings, or serving as an emergency backup when their normal staffing falls through. This makes us a highly attractive, low-commitment premium backup option for county Case Managers.
- **Direct Brokerage Outreach:** Because ODDS clients require referrals through their Service Coordinators/Personal Agents, our primary B2B marketing will involve presenting our unique "Rural Grouping" itineraries and flexible backup contracts directly to Lane, Douglas, and Coos county brokerages. We solve their hardest placement problems: finding care for remote, rural clients.
- **Digital Presence:** A clean, accessible website with clear schedules of upcoming grouped community outings, allowing clients to easily register for full-day trips that align with their personal goals.