



 apexsocialgroup  
Childcare as unique as your family

ONE OF A KIND FAMILIES  
DESERVE ONE OF A KIND  
CHILD CARE





# YOUR PARTNER IN CHILD CARE

CREATE POSSIBILITES,  
AS A FAMILY.



“THE BACKGROUNDS AND EXPERTISE OF THE CARE PROFESSIONALS FROM APEX SOCIAL HAVE A HUGE IMPACT ON ALL THREE OF OUR CHILDREN.”

Bill Massey, father of 11 year old with a one-of-a-kind chromosomal abnormality



“THE CARE PROFESSIONALS FROM APEX SOCIAL HAVE A DIFFERENT MINDSET AND A STRONGER PURPOSE. IT’S SO INCREDIBLY HELPFUL.”

Cindy Kaplan, mother to Mira, who has cerebral palsy

# APEX SOCIAL SPECIALIZED CHILD CARE

Our Specialized Child Care Program is designed to cater to the diverse needs of families, offering a personalized, live-in child care service that accommodates children of all abilities. Understanding the importance of stability and professional support in a Care Professional's role, **our program is thoughtfully tailored to enhance caregiver retention by addressing the specialized interests and needs of parents and caregivers alike.** We prioritize creating a nurturing environment that fosters the individual growth and well-being of each child, ensuring they receive the best possible care in the comfort of their own home.

## Apex Care Professionals are Unique

Since 2008, Apex Care Professionals have been fostering children's development and unlocking their full potential. With a global community of Care Professionals, families choose Apex for their consistent talent pool and high-touch experience.

### Candidates have been trained in their home country in the following areas:

- Occupational Therapy
- Physical Therapy
- Speech Therapy
- ABA/RBT Therapy
- Pediatric Nursing/CNA
- Mental Health/Social Workers
- Education & Early Childhood
- Special Needs Care

### Our Standard Includes:

- Minimum of 400 hours of experience in caring for children
- Willingness to relocate & live with a family for 12 to 24 months
- Proficient in conversational English
- Aligned with Apex's core values and mission.

FEATURES	<b>Attracting &amp; Retaining Talent</b>
✓	Customized Candidate Preparation & Coaching, Including Personal & Professional Development Planning that starts pre-arrival.
✓	Travel & Health Insurance. European Care Professionals have fully funded premium travel and health insurance policies, protecting them in case of illness or injury. Our American Care Professionals are eligible for a monthly stipend towards a health insurance policy from Apex, that can help offset their healthcare costs.
✓	Monthly Workshops designed to Enhance your Care Professionals Skills & Well-Being. An appealing perk for Care Professionals while ensuring a high quality of care for your family.
✓	A Robust Extension Benefits Program to Incentivize Care Professionals to Stay for a Second Year.
✓	Care Professional Access to a Community Dedicated to Making a Positive Impact in Caregiving; Fostering Connection & Collaboration.
✓	Annual Surf Outing 50% off Registration. This Legacy Event is an attraction to our program & fosters caregiver retention, satisfaction, & offers an opportunity for recognition & appreciation.
✓	Access to Kudos, a Cutting-Edge Recognition Platform; helps Boost Job Happiness & Retention with your Care Professional.
✓	Apex Social Career Center for Guidance & Job placement back in their Home Country, upon completion of their program year (or two).
<b>Onboarding Excellence</b>	
✓	Skilled, Reliable & Flexible Live-in Care Professionals, Screened & Easily Accessible through our User-Friendly Self-Serve Portal.
✓	Cultural Exchange Opportunity in your Home with management and administration of travel, airfare, visa services, arrival & departure.

FEATURES	
✓	Personalized Interviewing & Matching Assistance to guide you through the selection process.
✓	A 90-Day Replacement Guarantee.
✓	Pay-As-You-Go Payment Plan. We are so confident in our personalized process & the quality of our candidates, that we don't charge you the entire year up-front.
✓	One-on-One Hiring & Household Employment Support & Guidance.
<b>Cultivating Success</b>	
✓	Tailored Household Guide & Onboarding for a Seamless Transition, Establishing Clear Family Priorities & Essential Information.
✓	A Dedicated Success Manager with a Low Manager to Placement Ratio for Maximum Attention.
✓	Placement Mediation Facilitation to Foster Harmonious Home Dynamics.
✓	Apex Individualized Care Plan (see description on following pages).
✓	Access to Apex Educational & Therapeutic Resources (ETR) Team for Developmental and Behavioral Strategies & Consulting 3 hrs/yr.
✓	Optimize communication with our GPS Performance Management Plan, to prioritize and measure success for your family to thrive!

# OUR GUARANTEE

We source our candidates through a vast network of European and American universities, vocational training schools, hospitals and referrals from organizations such as the German Red Cross resulting in an extremely high caliber of qualified candidates. We meet the requirements set forth by the U.S. Department of State as well as our families.



## We Verify:

- All application information
- Proof of education & degree
- Childcare experience & hours accumulated
- Work or visa eligibility
- Personal & Professional references

## We Provide:

- Criminal background check
- Personality Analysis using Dr. Hartman's, *"The Color Code"*
- Personal interview
- English language assessment & Completion of the Apex Academy Pre-Departure Training

"Early intervention is crucial; it has a positive impact on a child's learning for their lifetime. It is enhanced when it is guided by a Care Professional, a person who becomes the heart of the care team, a person who keeps the team in sync resulting in greater positive outcomes for the child and their family."

~ Amanda Narra, BCBA



## Apex Individualized Care Plan

### Host Children Milestones & Goals

#### Host Child Information

<b>Host Child's Name:</b>	Noah
<b>Age/Grade:</b>	3 years old
<b>Special Needs/Diagnosis:</b>	Neurotypical; Shows symptoms of anxiety and ADHD but is too young to be diagnosed.

#### Current Milestones/Goals & Strategies

<b>Milestone/Goal:</b>	<b>Noah remains calm when parts of his immediate family leaves, or calms himself down with his blankie or an adult modeling coping strategies.</b>
<b>Strategies/Activities:</b>	<ul style="list-style-type: none"> <li>Always say goodbye when you are leaving. Keep it short, and if possible include what you will do together when you come back.</li> <li>Use a simple daily activity schedule with pictures of the adult who is with him</li> <li>When Noah asks for Mom/Dad, look at the schedule together.</li> <li>Validate Noah's feelings when he feels anxious</li> <li>Use coping strategies (countdown, ABC song, deep breathing; give him his blanket and/or binkie)</li> <li>When he is calm, redirect him to something fun and distract him, try to keep him busy</li> </ul>

<b>Milestone/Goal:</b>	<b>Sleeping:</b> <ul style="list-style-type: none"> <li>Noah sleeps in his own room alone.</li> <li>Noah finds/calls Mom and Dad calmly when he wakes up at night.</li> </ul>
<b>Strategies/Activities:</b>	<ul style="list-style-type: none"> <li>Make his bed very comfy and special to sleep in</li> <li>Set him up for success:             <ul style="list-style-type: none"> <li>Make sure he gets his energy out during the day</li> </ul> </li> </ul>

## WHAT IS THE AICP?

The Apex Individualized Care Plan uses a whole-child approach to create a personalized child care plan developed by your Care Professional with support from their Apex Educational & Therapeutic Resources Coach. Each plan is unique and factors in each child's unique needs, strengths, and existing therapy or school plans. Your Care Professional is encouraged to include strategies derived from evidence-based research. The goal of the AICP is to deliver high-quality, tailored care and foster professional growth among Care Professionals increasing retention and continuity of care for your family. Your Care Professional will help your family reach a new quality of life as they integrate routine activities & become the nucleus of your family's care team.

## APEX SUPPORT INCLUDES:

- A dedicated Apex Care & Development Manager (ACD) who gets to know your family & supports you and your Care Professional throughout your time with us.
- A robust operational team always working behind the scenes to make things happen for you.
- An Apex Individualized Care Plan (AICP) with monthly updates and coaching for your Care Professional
- A monthly workshop for your Care Professional to provide ongoing education and practical training.





# The Difference with Developmental Childcare

## 6-10 Months of AICP Participation Outcomes

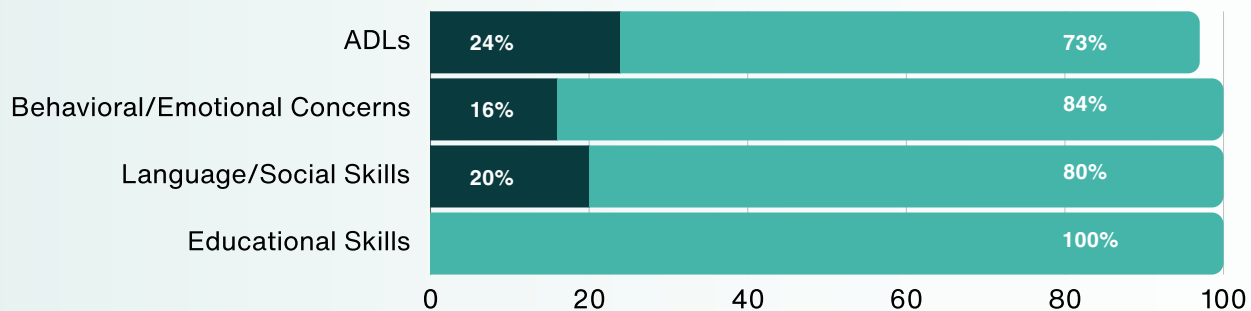
■ % of Children Progressed  
■ % of Children Maintained

Activities of Daily Living (ADLs)  
 Language/Social Skills  
 Behavioral/Emotional Concerns

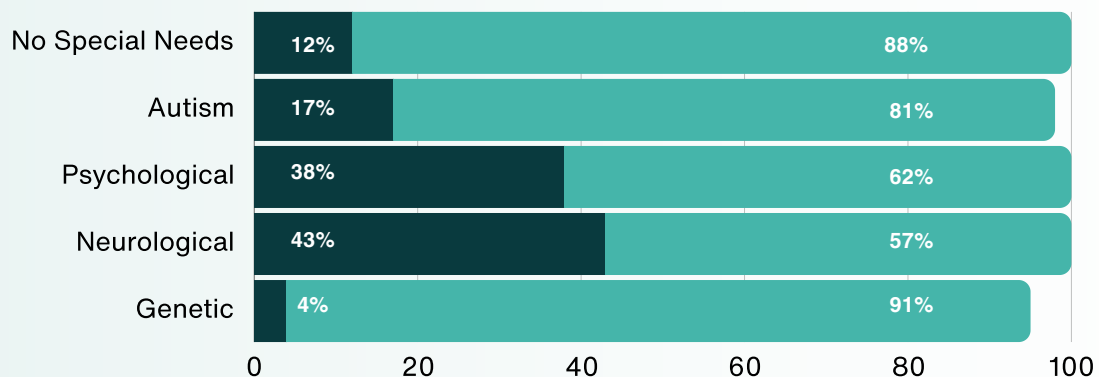
Educational Skills  
 No SN  
 Psychological Disorders

Autism  
 Neurological Disorder  
 Genetic Disorder

### Developmental Progress



### Diagnoses





# MARKET COMPARISON

When it comes to live-in childcare, investment considerations can be quite diverse, encompassing factors such as location, the number of children, job responsibilities, and the caregiver's background and experience. Understanding these crucial elements are pivotal in making an informed decision for your family.

To assist you in making an informed decision, we provide a complimentary consultation.

During the consultation, we'll delve into your market, how we compare, share best practices, and guide you through both variable and fixed considerations. Our goal is to equip you with the knowledge you need to find the right childcare solution that meets your family's needs.

## MARKET COMPARISON - LIVE-IN CHILDCARE

COMPARISON CHART

	PERSONALIZED SEARCH	MATCHING & HIRING SUPPORT	CANDIDATE SCREENING	CULTURAL EXCHANGE	ONBOARDING ORIENTATION	HEALTH INSURANCE	MONTHLY SUPPORT FOR CAREGIVER	PLACEMENT MEDIATION SUPPORT	SPECIAL NEEDS FOCUS	90-DAY GUARANTEE	INDIVIDUALIZED CARE PLAN	PROFESSIONAL SUPPORT FOR CAREGIVER
<b>APEX SOCIAL GROUP</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Traditional Au Pair Agency		✓	✓	✓	✓	✓	✓	✓				
Live-in Nanny Agency	✓	✓	✓	✓						✓		

# HOW IT WORKS

## 1 FAMILY INTAKE & NEEDS ASSESSMENT

We want to learn about your:

- Household dynamics and family lifestyle
- Children's current care team - therapy, medical, developmental, educational, etc. and how a skilled caregiver will interface with them
- Family's biggest challenges & opportunities
- Child(ren)'s short & long term goals
- Care Professional skill & personality preferences

## 2 JOB PROFILE CREATION

Our team of experts will partner with you to create a cutting edge job profile that features the most important needs and preferences your family has and guide you on best practices when becoming a household employer. We will help you identify the key benefits you want to offer to attract **top talent** for your family including **educational** and **experiential** opportunities. Then we will market your job to the right candidates in our pipeline.

## 3 PERSONALIZED AND HIGHLY SELECTIVE MATCHING PROCESS

At Apex Social, we do not simply work off of a database with thousands of candidates. We work with the **perfect number of candidates** – large enough to provide a strong selection and with many types of experiences and backgrounds, yet small enough for our team to be **very familiar with each candidate**.

We want our candidates to be in the right placement so that they can also reach their full potential!

# ONGOING SUPPORT YOU CAN COUNT ON

## APEX CARE & DEVELOPMENT TEAM

Connects with families and Care Professionals monthly to provide coaching, support and to address any needs that come up. They strive to create a healthy flow of **communication** and a **mutually beneficial engagement** for all involved.

## SOLUTIONS THAT WORK

Apex Social understands that every family is unique and care requirements vary from one family to the next. That's why we offer **four categories of childcare**: Special Developmental Needs, Special Needs Over the Age of 18-years-old, Early Childhood, and Infant Care.

# NEXT STEPS



## COMPLETE YOUR APPLICATION & REGISTER

THE FIRST STEP TO FINDING THE PERFECT CARE PROFESSIONAL IS TO TELL US ABOUT YOUR FAMILY AND WHAT YOU ARE LOOKING FOR.

## SCHEDULE A COMPLIMENTARY CONSULTATION

A FAMILY ADVISOR WILL MAKE SURE WE HAVE A CLEAR UNDERSTANDING OF YOUR FAMILIES UNIQUE NEEDS, ANSWER QUESTIONS & DISCUSS OPTIONS. THEY WILL ALSO HELP YOU NAVIGATE FINANCIAL CONSIDERATIONS & PERSONALIZE A PLAN, SO YOU CAN FEEL CONFIDENT STEPPING INTO MATCHING.



## REVIEW AND SIGN YOUR PERSONALIZED PLAN

WE BELIEVE IN CREATING STRONG RELATIONSHIPS WITH OUR FAMILIES BASED ON UNDERSTANDING, A BOUTIQUE STYLE SERVICE EXPERIENCE, TRANSPARENCY AND TRUST. YOUR FAMILY AGREEMENT WILL OUTLINE OUR POLICIES AND PROCEDURES IN DETAIL SO YOU HAVE A COMPLETE UNDERSTANDING OF THE COMMITMENT BEFORE MAKING AN INVESTMENT.



# ADDITIONAL CONCIERGE OFFERINGS:

## HOUSEHOLD PAYROLL MANAGEMENT SERVICE

CRAFTED TO TAKE THE HASSLE OUT OF PAYROLL ADMINISTRATION. FROM THE INTRICATE SETUP TO SEAMLESS WEEKLY MANAGEMENT, WE PRIORITIZE YOUR PEACE OF MIND. EXPERIENCE THE ULTIMATE IN CONVENIENCE, WITH ALL PAYROLL FEES INCLUDED, AS WE TRANSFORM THE COMPLEXITIES INTO EFFORTLESS, HIGH-END FINANCIAL STEWARDSHIP FOR YOUR HOUSEHOLD PAYROLL NEEDS.



## CONCIERGE CARE INTEGRATION PACKAGE

ELEVATE THE TRANSITION EXPERIENCE WITH YOUR CARE PROFESSIONAL. WE'LL METICULOUSLY HANDLE INITIAL COMMUNITY SET-UP TASKS, INCLUDING SOCIAL SECURITY OFFICE VISITS AND BANK ACCOUNT SETUP. THIS EXCLUSIVE PACKAGE ALSO PROVIDES A FULL DAY OF IN-HOME OR VIRTUAL TRAINING FOR CARE PROFESSIONALS WITHIN THE FIRST TWO WEEKS, ENSURING A SOPHISTICATED AND SEAMLESS ONBOARDING EXPERIENCE.



## AICP ENRICHMENT PACKAGE

EMPOWER YOUR FAMILY'S WELL-BEING WITH OUR ENRICHMENT PACKAGE. GAIN UNLIMITED ACCESS TO OUR EDUCATIONAL & THERAPEUTIC RESOURCES TEAM TO HELP FOSTER OPTIMAL DEVELOPMENTAL AND BEHAVIORAL PROGRESS. THESE COLLABORATIVE EFFORTS CREATE A TAILORED PROGRESSION PLAN, WITH ADDITIONAL SUPPORT TO ENSURE EFFECTIVE NAVIGATION OF CHALLENGES, AND FOSTERING CONTINUOUS GROWTH FOR EVERY FAMILY MEMBER.

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**VIEW CANDIDATES AT**  
**[www.apex-social.com](http://www.apex-social.com)**  
**844-787-6566**



Apex Social Group



@apexsocialgroup\_families



FEATURES	
✓	Skilled, Reliable & Flexible Live-in Care Professionals, Screened & Easily Accessible through our User-Friendly Self-Serve Portal
✓	Cultural Exchange Opportunity in your Home with Round Trip Airfare & Visa Administration
✓	Personalized Interviewing & Matching Assistance
✓	One-on-One Hiring & Household Employment Support & Guidance
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✓	Travel & Health Insurance for European Care Professional Included
✓	Placement Mediation Facilitation to Foster Harmonious Home Dynamics
✓	A Dedicated Success Manager with a Low Manager to Placement Ratio for Maximum Attention
✓	A 90-Day Replacement Guarantee
✓	Access to Kudos, a Cutting-Edge Recognition Platform, to Boost Job Happiness & Retention with your Care Professional
✓	Apex Individualized Care Plan (see description on following pages)
✓	Optimize communication with our GPS Performance Management Plan, to prioritize and measure success for your family to thrive
✓	Access to Apex Educational & Therapeutic Resources (ETR) Team for Developmental and Behavioral Strategies & Consulting 3hrs/yr.

## Attracting & Retaining Care Professionals

## Specialized Care Program Features

FEATURES	
✓	Customized Candidate Preparation & Coaching, Including Personal & Professional Development Planning that starts pre-arrival
✓	Personalized Guidance & Monthly Coaching for Care Professionals
✓	Workshops Designed to Enhance your Care Professionals Skills & Well-Being, Ensuring the Best Care for your Family
✓	Care Professional Access to a Community Dedicated to Making a Positive Impact in Caregiving; Fostering Connection & Collaboration
✓	Apex Social Career Center for Guidance & Job placement back in their Home Country
✓	A Robust Extension Benefits Program to Incentivize Care Professionals to Stay for a Second Year
✓	Annual Surf Outing Experience for your Care Professional: 50% Discount off their Ticket

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