



FirstLight Home Care

JAYE FIRMATURE MCCOY

When FirstLight Home Care Owner and President Jaye Firmature McCoy was looking at entrepreneurship opportunities in 2014, she started by describing her “dream business” to The Firm business brokerage’s president, Cortney Sells.

“And Cortney said, ‘I think I have just the thing for you,’” Firmature McCoy said. “I was immediately attracted to this business when it came up for sale. I wanted to do something that expressed my faith and my values, and integrity and ethics are so important in this business...Kind of leading with the heart, I said ‘yes’ to the opportunity.”

FirstLight Home Care’s services include companion care, personal care (assistance with mobility, bathing, eating, and personal hygiene), memory care support and education, specialized care to improve health and enhance quality of life for those with chronic illnesses and much-needed respite care for family caregivers. The Omaha franchise, which turned 10 in 2020, has proven to be everything she dreamed of and more, Firmature McCoy said.

“It’s never too late to endeavor and move forward in whatever you want to do in life. I didn’t buy this business until I was 55 years old, and I knew nothing at all about home care,” she said. “And now I love to promote entrepreneurship, especially to women.”

Winning a Better Business Integrity Award in 2017 also validated what Firmature McCoy saw in the business, she said.

“It’s the caring, the values, the integrity, and the passion that our home franchise has for what it’s doing locally and nationally,” she explained, adding that a national Caregiver of the Year Award winner was also recently awarded to the Omaha franchise’s Stephanie King, who was selected from among 80 candidates nationwide.

Firmature McCoy said that FirstLight stands out from other area companion-care providers with differentiators including outsourced quarterly client satisfaction surveys that provide timely and regular feedback from clients and their families (“Right now we have a 5.0, which is the highest rating.”), and an online portal for families with detailed caregiver activity and information on visits that also serves as an accountability measure. Plus, a nurse

is on staff to direct exceptional client care. And the company’s ‘seven guaranteed touches of service’ standard, which ensures regular communication and accountability, is another differentiator, she said.

“We are constantly in motion and guarantee those touches to make sure we are doing everything we can for our clients and their family. We call it our ‘culture of care’ that starts at the very top of corporate,” Firmature McCoy said, adding that care also applies to employees. “We think of care as being mostly about a client but we are heavily invested into the care of our caregivers and having a culture that respects them, appreciates them and we do whatever we can to make sure that during the time they’re at our company they feel valued and important. Because we don’t have a business without our caregivers...There’s an intangible in the best caregivers that you can’t teach. It’s an innate compassion and intuition about what needs to be done and when it needs to be done. We understand that!”

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