



Longbow Company Profile



Direct Health is a provider of domiciliary care services to the elderly and those with physical or sensory impairment in their own home.

Background

Direct Health offers a range of responsive healthcare services across the Midlands and the North of England, including; personal care in the home, carer respite, dementia care and domestic support. The company has completed a number of acquisitions since 2006 in order to expand and become the leader in their field.

Direct Health's registered care providers number some 2,500 who deliver care to 4,500 individuals. The Company now operates a network of 20 branch offices across 27 local authorities.

Longbow invested in 2006, alongside Indigo Capital, which enabled Direct Health to undertake the acquisition of Bolton based Verna Community Care Limited (VCC). Direct Health's is now the third largest of the independent healthcare service providers.



Market



The sector is particularly attractive with local government actively seeking to contract-out to specialist care providers like Direct Health

The proportion of outsourced care work is being increased in order to improve efficiency by reducing the burden on residential care homes and hospitals. Within the past 10 years the independent domiciliary care sector has grown from less than £100m to more than £2.2bn.

In recent years there have been a number of acquisitions in the industry, with a continued trend for consolidation in what has been a largely fragmented industry.

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