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Risky Business: Profitizing Home Care

Thursday, April 3, 2025 at 12 noon Eastern (to 1:30 pm)

Hear experts from Canada and the US about the growing trends in home care that are driving profitization in the sector. This is a Care Economy on-line forum.

- What is known about profit making in the home care sector
- What new information is needed
- What solutions could be advanced to improve access and the quality of home care.



Dr. Cynthia Cranford is a University of Toronto professor and researcher on precarious labour markets. She is author of *Home Care Fault Lines: Understanding Tensions and Creating Alliances* (2020, Cornell University Press). Her recent research looks at the social organization of in-home personal care and supports.



Kenyon Wallace is a highly respected reporter in the Toronto Star's Business department. He is primarily focused on the intersection of private business with the publicly funded healthcare system.



Mary Bugbee is the Healthcare Research & Campaign Director at the Private Equity Stakeholder Project in the US. She is currently preparing a report on private equity acquisitions of US-based healthcare companies in 2024, including home health and home care providers.

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You'll receive a confirmation email with information about joining the Zoom. This is the 4th in a series on the rise of for-profit care in Canada's Care Economy. Videos and materials from forums on Health Care, Long-Term Care and Child Care are [posted here](#).

[The Care Economy.ca](http://TheCareEconomy.ca)