

## ONELA, Colisée's new home care services Brand Name



Paris – January 15<sup>th</sup>, 2018 – Colisée reaffirms its commitment to senior citizens and their loved ones' care with the launch of its Brand Name **ONELA**, Bien à la Maison and Nouvel Horizon Services' new common Brand Name.

With close to 70 agencies, **ONELA**, home services specialist, is abundantly present throughout the country, without brand franchising, in order to ensure standardized values and good practices shared by its 2900-employee staff. **ONELA** is renowned for the quality of the services it provides to elderly and handicapped people as well as people in recovery and their caregivers.

Thanks to their proximity, responsiveness and 24-hour activity the **ONELA** teams are able to meet the needs expressed in all circumstances by more than 12.000 beneficiaries daily.

**ONELA** emphasizes its demanding recruitment process and its training policy devised to ensure an efficient and homogeneous service. With this objective, **ONELA** fully profits from the Colisée Group's renowned expertise, both in France and internationally, in the elderly people's sector.

To outline its difference, **ONELA** relies on a strong identity highlighted by its motto "Etre bien chez soi" ("Feeling good at home") and new additional services such as tele-advice or teleconsultation: a 24-hour, 7 days a week medical service which makes it possible for someone to get in touch strictly confidentially with a doctor in order to talk, get some advice or reassurance and if necessary be directed towards an appropriate service.

With its brand-new redesigned website (<https://www.onela.com>) which promotes both the staff and the agencies and boasts a recruiting section and an easily noticeable identity, **ONELA** will endeavour to find and offer regular new services, truly suited to the current expectations of senior citizens who would like to live independently and at home as long as possible.

“Getting into the home care services sector reflects a desire to meet the increasing requirements of seniors wishing to continue to live at home in the best possible conditions and as long as possible. It means anticipating their and their caregivers’ needs, all of which require the support of qualified professionals.”  
Christine JEANDEL, CEO of Colisée

**About Colisée:**

Colisée is a key player in the global old-age dependency sector and has developed a real expertise in elderly people care and well-being. Its network includes 102 facilities in France, Italy and Spain and close to 70 home-based service agencies in France. In those two business segments, Colisée employs more than 7.700 people. Its majority shareholder is IK Investment Partners.  
[www.groupecolisee.com](http://www.groupecolisee.com)

**PRESS CONTACT:**

Nouvelle Saison – Marie-Gabrielle de Marchis  
Tel: 0669403217  
[mg.demarchis@nouvellesaison.com](mailto:mg.demarchis@nouvellesaison.com)