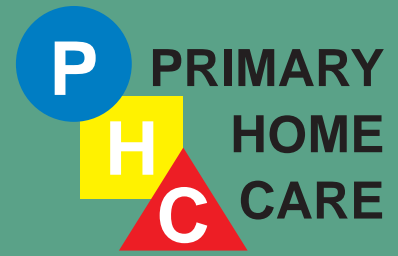


# Home Care



COMPANION

2005

## THE IDEA OF "HOME" IS SO IMPORTANT TO MOST PEOPLE . . .



For most of us, there truly is no place like home. No matter where our travels in life may lead us, the feeling of returning home always seems to warm our heart. Our best and most cherished memories seem to center around our home.

So when faced with illness or diminished ability to care for ourselves, most of us will strongly voice our goal to stay in our own home as long as feasible.

Home care can be an important component to achieving this goal. Whether an individual needs round-the-clock supervision, or just needs a little extra assistance, such as someone to come in to assist with a bath or shower, home care can answer the need.

"We get all kinds of calls, for people with all kinds of issues, regarding their ability to stay at home," says Shelley Peek, Executive Director of Primary Home Care. "People who have some pretty simple limitations, like having difficulty in bending or reaching, may call us for just a weekly homemaker visit. The majority of people,

however, call us for either assistance with their personal care or just to ensure their safety at home, either because they are at risk for falling, or because of memory impairment."

Not to be overlooked is the socialization and companionship component of home care. Home care clients look forward to their scheduled visits by caregivers. Good home care aides are caring and engaging individuals, often accompanying their clients on appointments and shopping trips.

The best way for an individual to find out if home care services are a good fit is to talk with several home care agencies.

"At Primary Home Care, we feel it is important to help people get the information they need, so they can make the best possible decision in regards to their care," Shelley says. She encourages anyone interested in finding out more about home care, or home care services from Primary, to call her at 800-454-5242.

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You may experience "sticker shock" when you begin looking for someone to care for yourself or a loved one. You may wonder, "Why does it cost so much?"

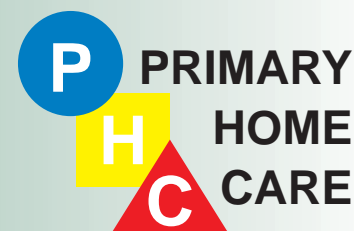
But when you consider the value and the services that a home care agency such as Primary Home Care can provide, you probably will agree that using an agency is the best - and safest - bet. Hiring an individual caregiver privately may not be as cost-effective as it seems.

The most significant component of an agency's hourly rate is what is paid to the caregiver. Caregivers usually earn \$9.00 to \$13.00 an hour, depending on their experience and skill level (caregiver, homemaker, home health aide or certified nurse's aide). Agencies also assume responsibility for payroll taxes, Workers' Compensation and general and professional liability insurance, which is an additional 20 to 25 percent of the pay rate. They also provide back-up caregivers when they are needed.

Other costs that home care agencies assume include nursing and other supervision costs, on-call or after-hour staff, training and transportation costs. When you consider all that home care provides, you probably will agree: Choosing a home care agency is indeed a good value for your dollar!



## PRIMARY HOME CARE'S SCREENING AND HIRING PROCESS IS SO STRINGENT THAT OVER HALF OF THE APPLICANTS NEVER GET HIRED



The quality of the caregiver you get from any agency is directly related to the screening and hiring process. As Americans age, the demand for caregivers is on the rise, so individuals who seek employment in the care-giving field will have ample opportunities for employment. How to hire the best and most empathetic caregivers is a challenge that all home care agencies face.

"At Primary Home Care, our screening starts at the point the individual first calls us," states Shelley Peek. "We try to get a good sense of their background and

experience, and whether this is truly work they enjoy, before we have them come in for the interview." Shelley looks for at least six months experience providing either care in a home or a facility as a condition for hire.

The face-to-face interview is also an important component to the screening process. "My expectation is that any candidate interviewing for a position is prepared and presents well on the interview. If they don't trouble themselves to look neat and prepared for an interview, with some minor exceptions,

they are probably not an individual we want to send into our client's home."

Shelley also insists on doing a criminal background check on all potential caregivers, as well as having three good references on file before she will hire any candidate for a Primary caregiver position.

"The main thing we look for is a 'happy' attitude," contends Shelley. "We want to ensure that every experience our clients have with a Primary Home Care employee is a good one!"

## NOW SENIORS STAY AT HOME LONGER THAN THEY EVER THOUGHT POSSIBLE

For 34 years, Mary Ellen and Marty lived happily in their comfortable, 2,200 square foot Cape Cod. It was the home of their dreams, and the scene of many a cherished family gathering for them and their four children, as well as their extended family. An avid gardener, Mary Ellen received particular pleasure from the sunroom that Marty had added onto the house. The sunroom overlooked Mary Ellen's flower garden.

When Marty first became seriously ill, Mary Ellen struggled to provide him with all the care he needed. Marty and Mary Ellen were adamant about staying in their home for as long as it was feasible. Marty's physician suggested that they might benefit from some private-duty services, so Mary Ellen opened up the yellow pages and made several calls before deciding on Primary Home Care as their private care provider.

When Primary began providing services, Mary Ellen and Marty used them for just four hours on Mondays, Thursdays and Saturdays. The Primary Home Care aide helped Marty with some of his personal care, but also helped Mary Ellen with some of the more difficult and strenuous household chores.

Marty continued to weaken from his illness and eventually passed away peacefully at home, with Mary Ellen at his side. Following Marty's death, Mary Ellen wondered if she could continue living in her beloved home.

But with the help of services from Primary Home Care, Mary Ellen still is able to call her lovely Cape Cod home, one year after Marty's passing. She has increased her home care services to four hours every day but Sunday. As well as the help the caregivers provide around the house and with personal care needs, Mary Ellen looks forward to their companionship and conversation. Her Primary aide also accompanies her on shopping trips and to her appointments with her physician and hairdresser. When Mary Ellen was scheduled for surgery, Primary arranged for her to have an aide around-the-clock for the first week she was home.

Mary Ellen says she thinks of Marty often and, although she misses him every day, she can still feel his presence in their home. Mary Ellen knows that Marty would be proud of her when all their children and grandchildren gather for the holidays - within the warmth of their cherished Cape Cod.



## NEVER HIRE A NEIGHBOR, FRIEND OR RELATIVE UNTIL YOU HAVE THESE 4 THINGS COVERED

1. Apply for an employer's identification number
2. Order Workers' Compensation Insurance
3. File with state unemployment
4. Prepare to file federal and state taxes as an employer

“Families just do not realize the legal responsibility they have when they hire caregivers directly,” says Shelley Peek, Executive Director of Primary

Home Care. “If someone working for you gets hurt, homeowner's insurance does not protect you. No matter who you hire, even family members, you become an employer. You are responsible for taxes and insurances.”

You may pay a little more to an agency, but you eliminate the worries of paying extra taxes and the potential of being sued. For more details, call the Primary office at 800-454-5242 and order the report, *The Ins and Outs of Hiring a Private Caregiver*.

## COMMUNICATION WITH CAREGIVERS RELIEVES STRESS FOR FAMILIES

“We understand that when you don't know exactly what is happening with your loved one while you are away, it causes anxiety and stress,” says Shelley Peek, Executive Director of Primary Home Care.

The anxiety of family members becomes evident in a recent poll, where 67 percent said they would like more communication with their parents' caregivers and supervisors. Primary Home Care understands these concerns and provides for lines of communication between families and caregivers.

“Primary requires all caregivers to write in a daily journal, noting such things as changes in eating habits, health changes, mental attitude, and chores and errands performed during their visit,” says Shelley.

Primary Home Care also conducts supervision visits by a field nurse supervisor. Shelley says, “We understand it is uncomfortable to complain to your caregiver or request that things are done differently. At these visits, we provide our clients an opportunity to give us feedback so we can direct the caregiver - so our clients don't have to.”

Primary is committed to exceptional communication and someone always is available to answer your questions. For more details call 800-454-5242

## WHERE IS THE CAREGIVER?



## I HAVE TO LEAVE FOR WORK.

Just think: You need to leave for work or an important appointment, but you have a loved one at home who is not safe alone. A loved one who needs medication or medical attention at a specific time. A loved one who needs assistance in performing daily tasks.

But where is the caregiver you rely on to provide for your loved one? The caregiver has not arrived, and if you leave, your loved one could be in danger.

A caregiver who doesn't show up for work is one of the most common problems that people have with the average home care agency. “It's a problem that you will not experience with Primary Home Care due to our experienced and valued employees, and our company policies,” says Shelley Peek, Executive Director of Primary.

“At Primary, we are proud that we have a number of excellent and reliable caregivers who have worked for us for many years. We also maintain a 'Zero Tolerance - No Show Policy' for our caregiving staff. They know their jobs depend on showing up to care for your loved ones,” states Shelley.

## 13 CRITICAL CHARACTERISTICS TO EVALUATE BEFORE HIRING A HOME CARE AGENCY

**FREE guide to help you evaluate and find the right agency.**

Guide includes:

- ◆ **What Questions To Ask**
- ◆ **What To Look For**
- ◆ **A Checklist To Evaluate Multiple Agencies**

**Call today to order a FREE copy**

**800-454-5242**

## I NEED HOME CARE, BUT WHO WILL PAY?

Home care services for long term care generally are not covered by medical insurance or Medicare. However, if your needs for home care services have resulted from a work injury or auto accident, then you are most likely eligible for benefits under Workers' Compensation or auto insurance policies. Most families pay for home care services themselves, but if you have purchased a long term care insurance policy, most likely you have some type of coverage.

"A good home care agency will contact your insurance company, find out your benefit amount, invoice the insurance company, and inform you of your benefit amount," says Shelley Peek, Executive Director for Primary Home Care. "Dealing with insurance companies can be confusing, so we do the coordination for our clients."

For those who do not have the personal funds to pay for home care services, there may be government assistance available for you. Call the Primary office at 800-454-5242 and we will direct you to the proper agency.



*If you need help with any of these, consider home care services.*

- ✓ Light housekeeping
- ✓ Laundry
- ✓ Meals
- ✓ Companionship
- ✓ Transportation/Errands
- ✓ Personal care
- ✓ Medication reminders

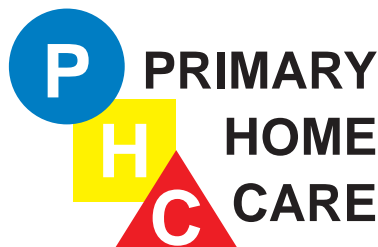
To learn more about **Primary Home Care**, please call your local branch:

**800-343-4403**

**800-454-5242**

Clare, Gladwin, Gratiot, Ionia, Isabella, and Montcalm

Arenac, Saginaw, Bay and Midland



## HOME SAFETY FOR OUR AGING PARENT: HAVE YOU CONSIDERED...

- Is it easy to get to the mailbox?
- Are a few lights on timers?
- Is the doorbell loud enough?
- Are poisons clearly marked and segregated?
- Is the hot water temperature set at 120 degrees or lower?
- Does the phone have a large numeric keypad?
- Is a single phone sufficient?
- Would an emergency response system be useful?
- Are tables sufficiently stable?
- Are all medications in well-marked, easy-to-open containers?

*For a detailed home safety checklist, visit our website: [www.primaryhomecare.com](http://www.primaryhomecare.com)*