

Home Helpers Launches National Partnership with GenerationsUnite

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Joint Venture will Facilitate Communication, Create 'Community of Care' Around Clients

CINCINNATI- Home Helpers, the nation's leading senior care franchise specializing in non-medical and personal care and companionship with a presence in more than 500 communities in North America, has recently joined forces with GenerationsUnite, a software communications provider boasting a user-friendly, web-based tool that promotes communication between families, caregivers and home care agencies.

Long-term care is one of the fastest-growing segments of the health care delivery system as more than 75 million American will reach age 65 in the next two decades. Many of today's families live farther apart, and adults are feeling the strain of balancing their career with the needs of their children and aging parents. Maintaining open lines of communication is critical to building trust and ensuring home care clients are receiving the best possible care. This partnership will help facilitate communication between families and care providers and build a "community of care" around care recipients.

Home Helpers offers a wide range of in-home non-medical senior care services, conducts free in-home consultations, and works with clients individually to tailor flexible care plans to meet their specific needs and budgets. Services may include companionship, bathing, meal preparation, dressing assistance, medication reminders, local transportation and light housekeeping.

The partnership will not only benefit families of Americans in need of long-term care, but also benefit the Home Helpers' franchisees. Home Helpers franchisees will have access to more powerful tools to run their business, thereby increasing client retention, increasing revenues and reducing costs. They are then able to focus their resources on what they do best – providing care for the elderly.

"Our partnership with GenerationsUnite will provide our clients with the most complete care package in the industry," stated Emma Dickison, president of Home Helpers. "By utilizing GenerationsUnite's software technology, Home Helpers' staff can easily communicate with the families of our clients on a regular basis in order to determine what's best for each individual and provide the highest level of care possible."

For more information about the program, please contact Sue Susskind, Manager of Community Relations of Home Helpers, at (800) 216-4196.

ABOUT HOME HELPERS

Founded in 1997, Cincinnati-based Home Helpers is the nation's leading senior care franchise specializing in non-medical and personal care and companionship for seniors, new mothers, those recovering from illness or injury and individuals facing lifelong challenges. Home Helpers currently has a presence in more than 500 markets across North America and is seeking qualified franchise candidates in strategic markets throughout the country. Home Helpers was recently ranked the #1 Senior Care Franchise and "Best of the Best" by *Entrepreneur* magazine for the fourth straight year and continues to lead the way in the senior care industry. Home Helpers is affiliated with Direct Link[®] In-Home Emergency Monitoring, a 24-hour in-home emergency monitoring system that enables seniors to feel safer and live independently at home for longer than might otherwise be possible. For more information on Home Helpers and franchising opportunities, visit the company's Web site at www.HomeHelpers.CC.

ABOUT GENERATIONSUNITE

GenerationsUnite began connecting families, in-home health care providers, adult daycare providers and caregivers in 2009. By utilizing the GenerationsUnite tool, all involved in caregiving work together to provide the highest quality care. GenerationsUnite makes communicating easy and immediate. Detailed care plans, live diary updates and notice boards for discussion are shared between the three primary care management parties (the family care manager, the assigned caregiver and the care provider organization) while privacy and dignity are ensured for the individual in care. For more information, visit the company's Web site at www.generationsunite.com.