

Moultrie News

Home Helpers continues to fill need for in-home care

As more than 70 million Americans will reach age 65 in the next two decades, the need for in-home senior care continues to soar. Local entrepreneur, Sheryll Birk, is ready to lend a hand and launch a local agency to meet the in-home care needs of residents throughout Charleston, North Charleston, Isle of Palms, and Mount Pleasant.

As part of the nation's leading franchise which specializes in non-medical and personal in-home and companion care for seniors, new mothers and other individuals needing recuperative and continuing care, Birk's new Home Helpers location

began serving the local community in July.

As a former registered nurse, Birk has spent the past 14 years at home raising her children and following her husband's career, relocating to Germany and back twice. Deciding that it was time to re-enter the workforce, she saw this as an opportunity to pursue a more personal venture in opening up her own business. Birk has always had a soft spot for the elderly, taking care of her grandma for many years when she would visit. Hearing and reading stories over the years about the mistreatment and

improper care of the elderly, Birk saw her Home Helpers business as a means to apply her nursing skills, personal care, and commitment to people that need in-home care as the baby boomer generation continues to grow.

"Local seniors have done so much for the development of our communities. As a new business owner, I wanted to be involved with a concept that would help local seniors lead longer and happier lives in the comfort of their homes," Birk said. "At Home Helpers, we strive to deliver the same quality of care we'd expect for our own families and offer consumers an

alternative to assisted living or senior care facilities. We can also collaborate on transitions with senior facilities as care needs change."

Home Helpers offers free in-home consultations and works with clients individually to tailor flexible care plans to meet their specific needs and budgets. Services offered include companionship, meal preparation, light housekeeping, local transportation, dressing assistance, personal grooming/bathing and medication reminders. For more information, contact Birk at 843-376-5757 or visit www.HomeHelpers.CC.