

Home Helpers® Added to AARP National Employer Team

New Connection will Benefit Mature Americans Seeking Employment

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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 strategic communities in North America, has just announced it has been added to the AARP National Employer Team, a program that helps businesses better recruit, manage and retain mature workers.

Mature workers bring a lifetime of experiences, skills and loyalty to the job, and due to demographic shifts and the retirement of baby boomers, 20 percent of workers will be ages 55 and older by 2015. As an AARP National Employer Team Member, Home Helpers is at the forefront of targeting, recruiting and retaining mature workers – a very critical workforce over the next several years. This provides the agency a competitive edge while promoting the tremendous opportunity available to mature Americans seeking their next business venture.

Home Helpers provides a variety of in-home non-medical and personal care services to seniors, new moms and individuals requiring recuperative or continuing care. The agency offers free in-home consultations and works with clients individually to tailor flexible care plans to meet their specific needs and budgets. Services offered may include companionship, bathing, meal preparation, dressing assistance, medication reminders, local transportation and light housekeeping.

This initiative will not only benefit mature Americans seeking job opportunities, but also the Home Helpers' franchisees. It will serve as an incredible employment marketing tool for local agencies and create an outstanding pipeline of mature candidates for all operations. AARP will also provide pertinent tools to better recruit, manage and retain mature workers.

"We are thrilled to have the opportunity to combine efforts with a nationally recognized organization, such as AARP," stated Emma Dickison, president of Home Helpers. "It is a highly respected organization that reaches so many of our clients, as well as a wonderful class of potential caregivers and franchisees for our system."

For more information about the program, please contact Cheryl Hammons, Manager of Training at Home Helpers, at training@HomeHelpers.CC.

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 communities across North America and is seeking qualified franchise candidates in strategic communities 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 AARP NATIONAL EMPLOYER TEAM PROGRAM

AARP created the National Employer Team to help people age 50 and older connect to employers that value the experience and abilities of mature workers, and that are hiring. To become a National Employer Team Member, employers must go through a lengthy application process, documenting their hiring practices, benefits and job opportunities. Once selected, AARP presents information about these employers on AARP.org to help mature workers make informed decisions about their future employment.

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