

Home Helpers President Participates in 5th Annual Community Summit – Meeting the Challenges of Elder Caregiving

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Cincinnati, OH – Emma Dickison, president of [Home Helpers](#), the nation’s leading senior care franchise specializing in non-medical and personal care and companionship for seniors, recently was a moderator in a panel discussion on “How Technology Can Help the Caregiver” at the 5th Annual Community Summit hosted by The Greater North Penn Collaborative for Health & Human Services. The Summit took place on June 22, 2010, at the BranchCreek Community Church in Harleysville, Pennsylvania.

The conference titled “Meeting the Challenges of Elder Caregiving” was designed to shed light on the startling facts of elder caregiving, share resources, and spur collaborative action around these issues amongst family and professional caregivers, civic and faith groups and various business leaders, including the Home Helpers and Direct Link offices in Philadelphia, Penn., who were proud sponsors for the event.

“Approximately 19% of adults provide unpaid care to a family member or friend age 50 or older, and this number will continue to increase as the senior population doubles over the next two decades,” said Dickison. “Caregiving takes a toll on caregivers – mentally, physically and financially – therefore it is crucial family and professional caregivers are educated on all topics related to caregiving. As the president of a national senior home care company, I am passionate about ensuring all seniors receive the best quality of care available and caregivers remain healthy.”

In addition to serving as a moderator for the panel discussion, Dickison shared tips and advice during her interview with WNPV-AM 1440’s Comment Please program. The show aired live at 12:00 PM ET.

As the nation’s leading [franchise](#) specializing in non-medical and personal care and companionship services for seniors, new mothers and other individuals needing recuperative and continuing care, Home Helpers is rapidly filling demographic demand as more than 75 million Americans will reach age 65 in the next two decades.

[Home Helpers](#) offers free in-home consultations and works with individual clients and their families to tailor flexible care plans to meet their specific needs and budgets. Services offered may include companionship, grocery shopping, meal preparation, transportation, assistance bathing and dressing, medication reminders and light housekeeping.

Conference attendees included business leaders, family caregivers, professional caregivers, government officials, civic and faith groups, and not-for-profit agencies. For more information about the conference, visit <http://www.npcollab.org/content/01-main.php>.

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 fifth straight year and continues to lead the way in the senior care industry. Home Helpers is affiliated with Direct Link® Help At The Touch Of A Button, a 24-hour personal emergency response system that enables seniors to feel safer and live independently at home for longer than might otherwise be possible. Home Helpers does not discriminate against anyone on the basis of religion, race, sex, color, national origin, ethnicity, disability, age or sexual preference in connection with employment or acceptance, treatment, or participation in its programs, services and activities. For more information on Home Helpers and franchising opportunities, visit the company's Web site at www.HomeHelpers.CC.