



## Home-care help tends to growing demand

By Jeff McKinney • [jmckinney@enquirer.com](mailto:jmckinney@enquirer.com) • August 8, 2010

**MONTGOMERY** - Emma Dickison's mission for helping others is personal.

She's been involved with care-giving since high school in 1980, caring for her grandmother in Kentucky and both of her parents in Florida before they passed.

Now, as president of Montgomery-based Home Helpers, Dickison runs one of the nation's largest providers of non-medical care, mainly to senior citizens.

The firm's employees run errands, prepare meals, do light housekeeping and provide personal care assistance to people who often can't perform those duties themselves. Such care nationally and locally runs around \$18 to \$20 per hour, depending on the type of service, Dickison says.

It's a long way from her experiences growing up, she says. Then, "There was no place to turn to get help for your sick elderly family."

Dickison, 47, is preparing for the coming crush in demand for in-home care. She counts more than 650 Home Helpers locations in the U.S. and Canada, all independently owned by franchisees. Seventy-eight locations opened last year; Dickison expects an equal number to open this year.

Locally, Home Helpers hopes to open two franchises in Delhi Township on Cincinnati's west side and Hamilton in Butler County by year's end. They would join Home Helpers franchises in Fairfax and Lebanon.

"We still have some territory available and could probably add another three offices in this region," Dickison says.

Demand for in-home care is growing as the population of Americans age 65 and over is projected to double to more than 70 million by 2030, according to the U.S. Census Bureau. Every day 12,000 baby-boomers turn 65, attracting newcomers of all size to the home-care business.