

## CENTRAL IOWA HEALTHCARE PROFILES

# Take It Personally

Home Instead Senior Care offers compassionate, personalized services to keep aging adults safe at home throughout Central Iowa.

It's human nature to desire independence, but as older adults reach a stage where they are no longer thriving on their own, and family assistance is creating more stress than support, it's time to seek trustworthy in-home care. This is a service Greater Des Moines' Home Instead Senior Care provides exclusively with a relationship-driven approach that speaks to each client's unique needs and history.

"Our services look different for every client," says local franchise owner Anne Peters. "We find what motivates them, what their short- and long-term goals are, and the level of care they need. We're usually hired to meet a physical need, but one of the most important things we do is provide companionship and socialization."

It's through companionship that Home Instead CAREGivers<sup>SM</sup> uncover a client's personality and background to connect them to their past in meaningful ways. If a client grew up on a farm, a CAREGiver may drive them through fields to see how the beans are growing; if they enjoy birdwatching, a CAREGiver may take time to study birds in order to bond on a deeper level. As their relationship develops, they establish trust and consistency so the client isn't seeing someone new each visit.

In addition to companionship and assistance, the team at Home Instead works closely with each client's family whenever possible. "We communicate regularly with the family while we're at a client's home," Peters explains. "This brings them peace of mind so they can reassume their role as a child, sibling, or friend rather than playing the role of caregiver."

## EQUIPPED FOR SERVICE

Whether providing brief daily virtual check-ins or 24/7 hands-on care, each CAREGiver is thoroughly trained, screened, and equipped to



assist clients according to their needs. As an extra set of trained eyes, they watch for subtle changes in a client's physical or emotional status and will voice their difficulties to the home office and family.

"We have a win or learn company philosophy," says Peters. "We either experience victories or learn from each situation to see how we can develop better treatment. Leadership isn't a title; it's a mentality. We empower our CAREGivers to take charge and understand that if something needs to be done, they have the power to make it happen."

CAREGivers are aided by the company's investment in the latest technology to best serve clients. New home care tablets, for example, give clients user-friendly access to an entire library of books, games, music, and family photos in one place. CAREGivers assist clients who are unfamiliar with or unable to use the device to facilitate communication



with family and friends at a distance, creating potential for countless moments of connection. It's one of many tools the team provides to enhance lives throughout the aging process.

"Our motto, 'To us, it's personal,' is more than a saying," Peters explains. "If we can make life a little more manageable for aging adults and their families, we're glad to share our resources and expertise."

**Home  
Instead**  
SENIOR CARE<sup>®</sup>  
*To us, it's personal.*