

# SENIORS AT HOME, LLC

A Family Company That Cares Est. 2001

www.SeniorsAtHome.net

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## Our Mission

Since 2001, our family has helped thousands of people in our community live better, safer and more fulfilling lives. Our caregivers put their hearts into their work each and every day and our family's commitment over the past nine years has resulted in more jobs and continued growth. Our mission is to provide safe, reliable and affordable care to improve the quality of life for our aging population.

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## A Note From Richard J. Blecker

From the very beginning my dream has always been to build a company that can service the senior community and be the best company of its kind in New Jersey. It was to that end that I refused to be a franchise and opened Seniors At Home, LLC on my own so I would be free to grow the company with the very best caregivers and give our seniors the very best service possible.

I'm happy to report that Seniors At Home, LLC has enjoyed consistent growth over the years, thanks to our wonderful caregivers. Also, over the years each of my children have joined Seniors At Home, LLC and each has great expertise in growing our business.

Mia was the first to join me as Director of Marketing. Mia interfaces with our resources, is very well-liked and has added tremendously to our growth. Next, Adam joined our company. Adam has 15 years experience in

computer development, engineering and management. He has and continues to implement the processes necessary for our growth. Lastly, Chad has joined us. Chad is actively opening up a new territory and is streamlining our advertising campaign. I'm proud to have Mia, Adam and Chad working for Seniors At Home, LLC. More importantly it assures a continuum of growth for many years into the future.

In addition, we now have an excellent team. Dina is now our Staffing Coordinator. She's doing a fabulous job. Everyone is raving about how nice and professional she is to work with. Sheron assists us in the office and is instrumental in implementing our newly developed hiring techniques. Jessica also assists with our office, organizing this new newsletter and also helps with our hiring system. Dina, Sheron and Jessica are a wonderful addition to the Seniors At Home Family.

Each month we intend to send you a newsletter like this one. Each month we will have an Employee of the Month. That employee will have their picture displayed in the office for all to see. They will receive a \$100 American Express Gift Card and a Seniors At Home, LLC Employee of the Month certificate. We will also include an article about the Employee of the Month in our newsletter.

Great things are happening at Seniors At Home, LLC. Thanks to our fabulous caregivers and staff we continue to grow, even in spite of our strained economy.

Please read our Newsletters. I hope you will find them informative and helpful.

Regards,

Richard J. Blecker  
President

### Contact/Emergency information:

- ◇ Main #: 908-964-6700
- ◇ Toll Free #: 866-703-CARE
- ◇ Fax #: 908-964-6541
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# Violet Bobo — Employee of the Month



Violet Bobo

We are proud to announce our first Employee of the Month, Violet Bobo. Violet started working for Seniors At Home, LLC in July 2004. She still works for the same client that she started with in March of 2005.

Due to Violet's kind, caring nature and expertise as a caregiver, her client safely turned 100 this year.

Violet is beautiful on the inside as well as the outside. She is always pleasant and reliable.

Congratulations Violet and thank you for being such a dedicated employee of Seniors At Home, LLC.

## How to Become Employee Of The Month

So many of our caregivers are worthy of becoming *Employee of the Month*. Many of you have been with Seniors At Home, LLC for many years and have done an outstanding job. We have begun this program to honor employees who go above and beyond the call of duty. Only one employee can be *Employee of the Month* and we will select someone every month who distinguishes themselves with outstanding service.

## Referral Program - Earn \$50

We have provided you with \$50 referral cards that you can give to potential clients (these cards are for **new** clients only). On the reverse side of the card is a space for you to write your name. Please write your name clearly on each card.

When you give the card to someone you feel may be able to use our services, they can use the card for \$50 off their first invoice. The client must send the card to us with their first invoice.

When we receive payment for the first invoice from the client that you recommended along with the card, we will send you a \$50 American

Express gift card for your use. For future referrals more cards are available at our office.

Please use good judgment when giving out referral cards. Distribute them when you are having a conversation with someone and feel they will benefit from our services.

We do not want cards to be handed to just anyone. We are sure you can see where this can pose a problem, especially in an assisted living facility.

### 1. Give referral card to potential client.



### 2. If they use our service and send the referral card with payment, they will receive \$50 off their bill.



### 3. You will receive a \$50 American Express Gift Card.



# Safety At Home For Seniors

How many times do we hear about a senior getting hurt or falling?

Unfortunately much of the time we are called after an accident, when our clients and friends actually need help rather than just want help. We have been making an effort to educate our clientele especially when they are resistant to help. Falls are the most frequently occurring accidents for seniors.

Nearly one-third of people over sixty-five fall each year and that doubles by the time they are eighty. There are two major causes of falls in and around the home, "health and age-related changes" and "dangers in the home."

Health and age-related changes encompass many difficult adjustments and alterations in an elderly individual's life. Eyesight and hearing issues can be very dangerous for our clients. Both not only make it difficult to see and hear, but the loss of these senses also effect balance, as the inner ear controls equilibrium which controls balance. The loss of sight is not only dangerous because our clients can't see well, but if one eye is much worse than the other that will affect depth perception. If they reach out for a hand rail or their walker and misjudge the distance it can alter the rest of their lives. If you couple this with osteoporosis it could be fatal or mean a very long road to recovery.

Medications have a huge impact on safety and can have different effects or side effects on different people. At times the change or addition of new medication can effect balance, sight and equilibrium. It's important when senior's medications are altered to be aware of how they are feeling. Also, if they have different doctors prescribing medications, it is paramount that the doctors know what the other doctors are prescribing. The mixture of medications can result in severe

illness or even death. Medications can affect seniors in many ways. Their reflexes may be slower, their balance can be off and they may become light-headed or dizzy, just to name a few examples. Another factor to consider is the use of over the counter medications along with prescription medications. The mixture of over the counter medications and prescriptions can be very dangerous. Seniors should read the warning labels and if they're not sure they should consult a doctor. Sometimes if they lose or gain weight, medication dosages may have to be altered by a physician, so if there is a fluctuation in weight keep an eye on how they are feeling. In some cases if a senior loses weight rapidly and is taking blood pressure medications they can experience dizziness and feel very lightheaded.

Dangers in the home can also be a huge risk. If you help them arrange their homes to suit their current needs, it can really help keep them safe and independent. First of all, it is important to clear pathways and pick up any extension cords that could pose a tripping hazard. Do not run extension cords under rugs. They become a tripping hazard that is also difficult to see. Check for nonslip pads under area rugs or recommend getting the rugs tacked down. Make sure they are using light bulbs that are bright enough to illuminate the room. In the bedroom they should use a bedside lamp that they can turn on and off from bed. Keep flashlights handy. Never let a senior use a soap dish or towel bar or anything that is not made to bear weight to support them. Check to make sure they have bath mats with suction cups in the tub or shower. Assist them in using a shower bench when bathing. They can sit down to wash themselves, towel dry and get dressed. If your client uses a cane or walker for mobility it is helpful to either hold their arm or the back of their belt. Sometimes clients are resistant to being supported, in which case you should never be more than one step away from them in

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## Safety At Home For Seniors (continued)

case they begin to lose their balance and fall. These are a few suggestions that may help to keep our clients safe and in place.

Housekeeping is an important subject because as seniors get older it becomes more difficult to keep up with common chores. As we get older so does our immune system. Making sure that the bathroom is clean and wiped down keeps certain harmful bacteria to a minimum and also helps lessen the chance of illness. This also holds true for the kitchen, especially where food is being prepared. If you prepare meat on the counter and don't clean that surface right away there are a host of illnesses that can be contracted. The other thing to be careful of is the cleaners you are using. Don't mix cleaning products; if you mix bleach and ammonia based products they will release toxic fumes. Please follow the directions on the cleaning product labels. Laundry and linens are another precarious task for seniors, because it can be increasingly difficult to carry the laundry and make the bed. As caregivers, it is your responsibility to make sure that their living area is clean and they aren't trying to perform dangerous tasks.

Fire safety is sometimes overlooked. We have all heard about fire prevention since we were children and all of those principals still apply. However it is always good to know how to get out if a fire should break out where you and your clients live. It is important to know where the exits and stairwells are in a building or home that you are residing in. One of the best things to know is that smoke inhalation is the primary cause of death in most fires. Which means staying low to the ground between 12 and 24 inches could save your life. If a door is hot to the touch don't open it and if you are constricted to a room you should stuff towels under the door to prevent smoke from getting in. If your client resides in a private residence, ensure the smoke detectors and carbon monoxide detectors have good batteries in them. Most of them have a test button you can push that will set off a loud test sound. You should do a fire drill every six months to refresh your clients as to how to exit the building or house in a variety of ways in the event one of the routes is blocked.

The ultimate goal is to provide the best possible service to our clients in order to keep them safe, healthy and happy for as long as possible. Be a good listener and observer so that you may be able to spot a change and circumvent any potential risk factors. Please write in the journal that we provide to each client so that the family, the office, the doctors and the caregivers know what is going on. Communication is also very important. Keep the office informed of any changes in the case or with the clients themselves.

Hopefully this has been informative and will help all of us do a better job for the families that have entrusted us with the care of their loved ones.

Chad Blecker

Senior Account Manager  
Seniors At Home, LLC