

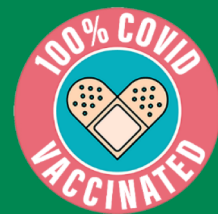


Home Helpers of Greater Milwaukee

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Driven by Purpose

Home Care came to the rescue of our family during a time of need. It helped us navigate a very challenging situation.

My wife, Laura, was fortunate to have an amazing grandmother - "Granna". In many ways, Granna was like a mom to Laura as her mom passed away at a very young age. Having lost my own grandparents many years ago, Granna also filled that void for me, and she loved and welcomed all who entered her small country farm home in Frankton, Indiana (pop. 2,088). She instilled solid family values, a tireless work ethic, and man could she cook!

In 2011 her physical abilities started to elude her, and she needed more help than the family could provide. None of us lived in Frankton, Indiana. The situation heightened to the point where a family meeting was called by Uncle Doug, Granna's only living child.



Tim Bireley, Granna, and
Laura Bireley, RN

It was here we discovered that loving and professional caregivers can come into your home and provide the care, compassion, and companionship that all of us deserve as we age in place at home. The impact of what this did for Granna was so profound that I decided to start a home care company in the greater Milwaukee area where Laura and I live and have raised our family. We opened in March 2012, and it has been an amazing opportunity to help others. We serve private pay customers, long-term care customers, and Veterans.

We are here to help you and your family through your challenging situation. Please call us.

Tim Bireley
Owner and Chief Executive Officer
Home Helpers of Greater Milwaukee



2019 to 2022

Home Care and Skilled Nursing Services

- Personal hygiene, bathing, dressing, medication reminders, meal preparation, light housekeeping, companionship, and more.
- Alzheimer's/Dementia care - our Memory at Home program brings Certified Dementia Specialists to you!
- Our nurses can provide medication management, wound care, ostomy/colostomy care, post-op care, catheter care, vital sign monitoring, injections, care management, and more.
- Nurse on-call 24/7 to support client needs.

The Home Helpers client experience includes

- A dedicated nurse care manager who oversees all client care.
- A caregiving team that is staffed with Certified Dementia Specialists.
- 100% of our staff are COVID vaccinated.
- A care plan that addresses all aspects of care: Safety, Physical Exercise, Emotional & Social, Hydration & Nutrition, and Mental Exercise.
- An established locally-owned home care company ranked in the Top 2% in North America (based on client and caregiver surveys).

Our Approach to Home Care

Nurse Forward



We believe that there is no one better to plan, coordinate, and oversee the home care experience than a qualified home care nurse. **Nurse Forward** is a concept we developed nearly a decade ago when we realized that when families, senior living communities, rehabilitation facilities, hospitals, etc. need our help, they truly value working with a nurse.

A nurse is a trusted health care professional who can help connect the appropriate home care plan to the underlying medical, cognitive, or behavioral challenge that the client may be facing. Our nurses are involved with every client, and they oversee all aspects of care and communication with the families.

Many of our clients live alone and/or their families are not local, or they are also very busy with their own lives, families, and career. Our nursing team is there to help schedule appointments, transport our clients to their appointments, ensure any medications are obtained, and report back to the family all the valuable information so that the client and their families have the peace of mind that a medical professional is coordinating care for their parents or grandparents.

Our nurses:

- Perform all client assessments
- Attend hospital and rehab discharge conferences
- Our nurses are Certified Dementia Specialists
- Develop individual and personalized care plans
- Can schedule and attend medical appointments
- Are on-call 24/7 for emergencies
- Oversee and manage each client case
- Conduct home safety assessments
- Can provide skilled nursing services
- Routinely visit all clients
- Train all caregiving staff
- Regularly communicate with family

Who we can help and why

Dependable and capable caregivers are invaluable, and there is a shortage of the very best. In order to operate in this environment, and to fully leverage our Nurse Forward approach to home care, we have established minimum levels of care. These minimum levels of care reflect the caregivers desire to obtain fulltime hours with the minimum number of shifts. Without these minimum levels of care, it is difficult to recruit and retain these valuable resources. This then explains how the shortage of caregivers has impacted the home care industry as well as the senior living communities that many of our clients reside in.

Our 8 hours per shift minimum, 6 hours with management approval, or 4-hour shifts that are sequential at select senior living communities, allows us to recruit and retain the very best. This also allows us to offer significantly greater caregiver consistency. **Our home care practice is built to help those with the greatest need.**

Award Winning Care

We are extremely honored and humbled to be included in the Home Care Pulse 2022 Top 100 home care companies in North America. This designation means we are in the Top 2% in client and employee satisfaction across North America.

We are the only home care company in southeastern Wisconsin to earn this recognition.



Our Approach to Home Care

Memory at Home

Memory at Home is a program that focuses on helping clients and their families who are facing the challenges of dementia, Parkinson's, and other cognitive issues. This help is provided through our team of nurses and Certified Dementia Specialists. These are caregivers who are experts in the care of clients who are facing these challenges. Our Certified Dementia Specialists and nurses have nearly 50 hours of course instruction, testing, and weekly meetings to discuss key learnings and review difficult cases.

Our curriculum for Memory at Home is based on a collaborative effort between Teepa Snow, the industry's leading expert on helping individuals and families with dementia, CareAcademy, and our nursing team.



Our approach allows the nurses the ability to assess and determine the stage of dementia - and then develop a care plan with the appropriate resources, training, and oversight required to best help the client and their family.

Our Caregivers

Our caregivers are our employees – and as such they must pass extensive background and reference checks. We have complete and comprehensive liability and workers compensation insurance.

We hire for Compassion and Likability - those parts of us that are wired in our DNA. We then provide training and education through our nurses, our leadership team, and a pair of excellent third-party training partners - CareAcademy and the Teepa Snow Institute.

Our caregivers become part of your family and strive to make their visit the highlight of your loved one's day.

Home Helpers is made up of over 300 franchisees nationwide. Each year Home Helpers facilitates a nationwide nomination process that ultimately recognizes 5 Exceptional Caregivers for the entire franchise. Home Helpers receives over 500 nominations each year, and a corporate selection committee chooses the 5 Exceptional Caregivers. Home Helpers of Greater Milwaukee has been truly blessed in 2020 and 2021 as we have had two of our own selected as one of the National Exceptional Caregivers.



Karena Ainsworth, one of our amazing caregivers, and the 2020 Home Helpers National Exceptional Caregiver of the Year, sharing a laugh with Monty, one of our clients and an American hero that served in WWII, Korea, and Vietnam.

Our Service Area

- **Milwaukee County** – Shorewood, Whitefish Bay, Bayside, River Hills, Glendale, Fox Point, Wauwatosa, Greenfield
- **Waukesha County** – Menomonee Falls, Brookfield, Elm Grove
- **Washington County** – Germantown, West Bend
- **Ozaukee County** – Mequon, Thiensville, Cedarburg, Grafton, Port Washington

