



HOME CARE PREFERRED



"The carer you sent to us is an angel!"

- At last we can report some good news about care for older people!

The perception of home care in this country has hit an all time low with cases of abuse, malnutrition and cruelty frequently reported in the media. Keen to shake off this perception, Home Care Preferred, a new and local privately-owned company, is offering a refreshing approach to developing quality care at home that aims to change the nature of long term care.

Established in 2011 by Ken Waterhouse, who has more than 25 years experience in the retirement sector, the Home Care Preferred team in looking to raise the levels of care and support services starting with its first branch at 49 Station Road, Winchmore Hill.

Ken explains, "I started my career in the retirement sector in 1987 and have seen enormous changes in the care profession. At Home Care Preferred we recognise that most people would prefer to remain in their own home, especially as they grow older, but at the same time, they want companionship, security, peace of mind and may require a level of care and support".

He added, "Home Care Preferred wants to make care at home a positive choice for all adults who require support at home. By providing highly trained caregivers and offering a flexible approach we believe it is possible for people to remain happily at home. Above all, Home Care Preferred respects the importance of our client's independence, ensuring they enjoy a high quality of life and retain a choice in all aspects of their lives.

"In addition to our home care and support services we are very excited by the launch of our shop at 49 Station Road where we provide a 'one stop shop' for people wishing to live independently at home. We believe the Home Care Preferred model is the first in the country because we really do provide a complete offering.

Our services range from supplying and installing independent living equipment to providing accessible transport services for those with disabilities. In addition our Occupational Therapists are available to make assessments ensuring prospective clients receive the correct advice regarding what equipment is available to make living at home easier. In the coming months we will be holding seminars including Dementia Awareness sessions which we feel sure will be of interest to families and friends of those with a condition that affecting so many people.

We are very pleased to be working with colleagues from The Alzheimer's Society and our joint workshops will help to explain more about the disease and the support that is available. The Home Care Preferred team is professionally trained to cope with the varying levels of dementia and care specifically for clients with this illness. The team provide invaluable support in making sure our dementia clients maintain a quality of life in their home environment, while helping friends and family understand the nature of the illnesses.

"The most pleasing thing for me is that a recent survey of our clients, 100% stated that we were provided an outstanding level of service. I am extremely proud of our team and it was so rewarding to hear one of our caregivers described by a customer last week as 'an angel'. My aspiration is to maintain this high level of service and never lose sight of our values," Ken concluded.

Ken to be part of the local community Home Care Preferred are one of the sponsor of the N21 Festival and are involved in a number of charity raising events to this exciting week in June.

Anyone requiring more information on how they can get involved can contact Ken at Home Care Preferred; Tel: 020 8364 3670 or Ken@homecarepreferred.com www.homecarepreferred.com