



**Bob Roth**  
*Managing Partner*

## Private Duty

### CYPRESS HOME CARE SOLUTIONS

The private duty home care business is all about connecting to your community. In order to succeed, your agency must have a clear vision, mission, and value system that every member of your organization believes in. Be empathic and listen to your clients so you can truly understand their needs. Take inventory of your relationships in the community and get connected to the key opinion makers. Collaborate with people and organizations that share your core values so you can develop a team approach for your clients. When challenges present themselves, find solutions that reflect who you are. Hire people who have heart, possess a caring spirit, and embrace your vision, mission, and values. Finally, and most importantly, remember to care: care about your clients, care about your caregivers, care about your staff, and care about your community, too.



**Brittnei Salerno**  
*Vice President*

## Private Duty

### LA JOLLA NURSES HOMECARE

What does it take to run a successful private duty agency? Define your agency's place in the health care market and be sure your hiring standards fit your role. Recruit staff that share your commitment to service, and match their skills to the patients they serve. Staffing is more of an art than a science, so always aim for a masterpiece! Streamline your policies and your procedures. Once you commit to a policy, save your staff time by empowering them to handle issues in a similar manner. Make time to be involved in the many changes occurring in the home care industry. Your effort will pay off tenfold. You'll know the hot issues that are vexing providers and you'll be present to direct change as it occurs. We want to steer the ship, not ride the wake. Finally, as the owner or manager of your agency, be present. Allow your staff to feed off your enthusiasm and dedication to service. Look for ways to remind them how important their work is, whether they are a data entry clerk or hands-on caregiver. When it's warranted, take charge of a particularly difficult situation. Every organization needs a leader. Be the leader your staff wants you to be.



**Cathy Sparling**  
*Executive Vice President*

## Private Duty

### ARCADIA HOME CARE & STAFFING SOUTHFIELD SUPPORT CENTER

Home care is a very unique business because we, as strangers, ask customers to trust us with their most precious belonging — a loved one. Hiring compassionate, trustworthy, skilled caregivers is only one ingredient of success. Developing and honoring a strong value system is essential to complete the recipe.

At Arcadia Home Care, all associates and affiliates "live" by values that demonstrate commitment to each other and our customers:

- Always Customer Focused — Delight internal and external customers.
- Respectful and Honorable — Treat everyone with respect; do business in an honorable manner.
- Compassionate and Compliant — Provide compassionate care that is compliant with regulations.
- Action Oriented and Urgent — Have a sense of urgency, focus, and energy. Complacency has no place.
- Dedicated to the Team — Invest in your most important asset. Teamwork matters.
- Innovative — Strive to provide unique services that will distinguish you.
- Accountable and Committed — Consistently meet commitments; be accountable.



**Georgjean Sweis**  
*National Director of Private Duty*

## Private Duty

### ADDUS HEALTHCARE, INC.

At Addus HealthCare, we live our core value to *Just Say Yes!* This means that whatever the request or need we can find a way to fulfill it. We understand that families often make care decisions under stressful conditions, so we ask many questions and listen carefully to identify their needs. When loved ones find themselves in unfamiliar territory, they are unsure where to turn. We want them to turn to us. As a compassionate and knowledgeable resource, we explore various funding options to offer them choices for quality care at the lowest cost. Our passionate team is well trained to recognize changes in a client's condition and respond to their particular concerns. We also build firm partnerships with affiliated health care providers, have a strong involvement in the community, and work with great organizations like NAHC. In short, we *Just Say Yes* to caring.



**Laurie Edwards-Tate**  
*President and Founder*

## Private Duty

### AT YOUR HOME FAMILYCARE

I encouraged my staff members to participate in this discussion because there is great trust and collaboration within the agency I lead. It was a proud day for me as I heard them convey their sense of purpose and belief that they are engaged in a career, not just a job. They all embrace our mission to serve the most vulnerable within our scope of practice, and it is a mission that I strive to put above myself. Being client-centered in our policies and actions is a guiding principle of our long-term success. Another is to never give up and to persevere during the most trying times. Pursuing a vision of the future is easy during easy times, but it's challenging now as we constantly deal with the impossible, the uncertain, and the unknown. As a leader, I choose to respond by holding fast to the long-range vision I have for my agency and then working steadfastly to reach it — no matter what.



**Ellen Bolch**  
*President and CEO*

## Home Care

### THA GROUP

The simple secret is servant leadership that serves those who serve. Servant leaders motivate others to do heroic work and leave our world a better place. They also have the sense of vision to embrace innovations that transform the delivery of health care to our country's aged, disabled, and infirm. These vulnerable citizens deserve the best care and the best care experience at a price our nation can afford. The ensuing challenge for servant leaders is to provide the most value for the buck while the economic ground keeps shifting beneath our feet. Servant leaders must help their people develop an appetite for change and build learning agencies driven by the quest for value. Organizations like these set high standards and invest in employees so they can achieve them. And employees can best reach their potential under servant leaders. They are leaders who believe in the magic of the human heart, strive to do the right thing, and place the common good above their own.