



Seniors  
*Helping*  
Seniors®

Making A Difference  
In This World,  
One Person At A Time!

THE POWER OF LOVE®





BY STACEY BOMSER

For many seniors, performing the most simple tasks can become a challenge and while they may need help with day to day activities, they may not want to live with their children or in an assisted living facility. For those individuals, Seniors Helping Seniors® is here to help. For the past six years, Seniors Helping Seniors has been pairing seniors in need with active seniors who can empathize and understand their needs. Seniors Helping Seniors Franchise Owner Diana Marrero Cabassi explains more about this unique service and how it may benefit you or your aging loved ones.

#### What is Seniors Helping Seniors?

#### Helping Seniors?

We are a licensed agency that provides companionship care to seniors who need a little bit of help to stay home independently.

#### What differentiates your business from other caregiver agencies?

The quality of our caregivers and the fact that we are the only agency that, for the most part, employs active seniors as caregivers. This peer-to-peer approach is based on the idea that the best person to care for a senior is someone who can understand and relate to their needs.

#### What do you look for when pairing caregivers with seniors needing help?

We match people based on common interests. We employ people that are genuinely interested in helping others, who are caring and compassionate, and can relate to the people they are caring for. We like to say that it's "Like getting a little help from your friends®".



Seniors  
Helping  
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Provides  
Companionship  
and Care

#### Who is your typical client?

Seniors who need help around the house and/or companionship. People are living longer but not necessarily healthier lives. Additionally, loneliness affects many seniors and our service provides friendship to those who may be feeling a bit isolated or depressed.

#### Who are your typical caregivers?

Although our caregivers are unique in their own way, they are all loving, caring and compassionate individuals who understand the needs of the seniors they are assisting. Their backgrounds are as diverse as the people they are caring for. We look for people who have a volunteer heart that don't mind getting paid for their services.

#### What do you do to ensure the safety and security of your clients?

I personally interview all potential caregivers and check their references. In addition, everyone is required to undergo a Level 2 FBI background screening, which is done at the national level.

#### What services does Seniors Helping Seniors provide?

Our caregivers can help with anything from preparing meals to providing a ride to the doctor. We can assist with light housekeeping, doing the laundry, going to the grocery store or running other errands; we can even help in caring for their pets. In addition, we assist with assuring safety and fall prevention, medication reminders, memory loss support, relief for family members, overnight supervision and 24-hour care. In other words, we provide assistance when needed offering as much or as little support as the client needs.

#### How did Seniors Helping Seniors start?

Seniors Helping Seniors was founded over 20 years ago by Kiran and Philip Yocom. It was initially a non-profit organization that provided relief to members of their community in Pennsylvania. Prior to starting the company, Kiran had worked in India with Mother Teresa. I joined Seniors Helping Seniors after moving to Florida to help care for my

mother when she was diagnosed with dementia. After learning how Seniors Helping Seniors placed such a high priority on helping seniors maintain their independence and dignity, I decided to open a local office and I'm very fortunate that we have been providing service in the area since 2014!

#### Please tell us more about the personalized service you provide.

For the people who help in the Seniors Helping Seniors community, this is not just a job, and you are not just a client. We're interested in who you are, what you need, and what you, in turn, can share with us. Our main goal is to provide loving, compassionate care. The most important thing for me is that seniors, who often are ignored and disrespected, are treated with dignity and given the respect they deserve.

#### Anything else you would like to add?

Our rates are very competitive, and we can tailor a plan of care to fit within any budget. I encourage you to call and schedule a free in-home consultation.

■ To learn more about Seniors Helping Seniors call 954-202-5200 or visit [www.SeniorCareSouthWestBroward.com](http://www.SeniorCareSouthWestBroward.com). The office is located at 9680 Pines Boulevard in Pembroke Pines.

