

Loving Care Nursing Proudly Enters Its Second Decade of Excellence

Many people who serve in the field of home healthcare do so because they themselves have cared for a loved one. Connecticut-based Loving Care Nursing started just that way a decade ago. President Carol Rowe began her healthcare career by caring for her very own grandmother at home. She then became an independent aide, and ultimately began her own agency just a few years later.

Says Rowe, "Most of our aides are recruited from within. We call upon our existing pool of caregivers and ask them to refer their friends and family members to us. This process provides us with an additional layer of confidence, knowing that our newly recruited caregivers come from trustworthy sources. This is how we recruit only the cream of the crop." After she opened Loving Care, which services most of New Haven and Fairfield Counties, her husband opened Friends for Friends (Tel. 860-289-3000), a similar agency that covers Hartford and Middlesex Counties.

Rowe shared with me that she is proud to have founded one of the very first non-medical homecare agencies in the State. "Additionally," says Rowe, "Given our tenure in the community, Loving Care Nursing is an excellent choice among the now ubiquitous homecare agencies scattered throughout Connecticut."

"As a homecare registry, we send companions, home health aides and certified nurse assistants into the homes of the aging and disabled," Rowe explains. "Aides range between 18 and 73 years of age, are of varying cultures and nationalities, and speak a multitude of foreign languages for our non-English speaking clients. Those who render care for clients afflicted with Alzheimer's disease are mindful that they are serving people who really don't think anything unusual is going on with their life."

In homecare, assuring that the companion is properly matched to the client is essential. It's much like building a marriage. "Making the perfect match requires effort, but doing so is vital. We have but one chance at receiving a personality profile about our client from a healthcare professional and/or a family

member. We take very seriously the responsibility of pairing the right caregiver with our client on the first attempt," Rowe says.

"Often, those requiring homecare services the most are resistant to accepting it," says Rowe. "Think about it: Someone close to you (usually a family member) tells you that you need to have someone in your home to assist with very personal and private needs. This is especially daunting for someone who is confused, or struggling with dementia. 'I don't need anybody, how dare you!' is a typical response. To them, their minds are just as clear as ours are to us. Many adult children want to lovingly protect their parents, but reminding them that they're confused adds unnecessary frustration. At Loving Care Nursing, we know exactly how to advise family members to use proven and effective techniques to approach their loved ones about homecare. In extreme cases, we will even perform interventions free of charge."

One Call Does It All. Through his travels, the company's director, Artie Pilson, has met with and visited a vast number of providers and businesses that serve the aging population. He has utilized these resources to assemble a directory designed strictly for seniors. As Pilson explains, "When people call Loving Care Nursing for services that we don't provide, rather than turn them away with no viable options, we offer the caller information from our resource directory. These resources provide virtually everything a senior could possibly need, from doctors who make house calls, to assisted living apartments; from rollaway beds to groceries delivered to their homes. The list is practically endless... These are places we've always enjoyed good relationships with, so we decided to tap into that and serve our community by making these providers and local businesses available to our callers."

Says Rowe: "We are very careful about who we enroll in this directory because every time we offer an external referral, our own reputation is at stake. If a caller presents a need for a service that is not contained within our directory, we'll do all we can to assist that person. We've named this referral program 'One Call Does it All' because we bridge the caller with all the resources

that he or she will likely need." This valuable, sometimes even lifesaving resource information is available free of charge to the general public by calling (toll-free) 1-877-7HELPCT.

Loving Care Nursing caregivers assist clients to regain and retain their independence through exercise and activities, companionship, and the provision of care with dignity and respect. Our caregivers prepare delicious home-cooked meals while being mindful of varying dietary needs. They perform light housekeeping, laundry and shopping tasks; supply medication reminders as needed, provide personal care such as assistance with bathing and alleviate worries of the client and family by assisting with household management and safety.

Loving Care aides typically have a minimum of three years experience (though most have much more) and have received professional training. Says Rowe, "Anyone who is trained can provide care, but our meticulous screening process ensures that the aide receiving the assignment will care about the client and be empathetic. Many have experienced similar situations, which is why they find themselves drawn to the field of caring for people."

"You're getting home-cooked meals, one-on-one attention and you don't even have to leave your home. Nursing homes and assisted living communities are of great value, but if a person still has the choice to remain in the safety and comfort of home, they usually thrive. However, if remaining home is not an option, we provide supplemental care for those confined in health-related institutions and communities," says Rowe.

"Maintaining affordable rates has always been an objective," says Rowe. "We provide care for as little as \$12/hour (for a twelve-hour shift) and accomplish this by keeping our agency fees among the lowest in the industry. Nevertheless, we assure that our caregivers are among the highest paid. We know that aides need to be paid well enough so that they are happy, appreciated, and able to support their own families."

Though it is never too late to call for help, don't wait until your concerns become a crisis. Loving Care Nursing



Loving Care getting people back in the "swing" of things

offers care ranging in shifts from 2 hours to round-the-clock, and can usually arrange it within hours. They can be reached 24 hours per day, seven

days per week by calling 203-268-5400. For more information, tour their website at www.lovingcarenursing.com.

-Melissa Everett

Hospital Offers New Television Channel To Aid Patient Relaxation And Comfort

The Charlotte Hungerford Hospital in Torrington has added a special new channel to its hospital room televisions. The Continuous Ambient Relaxation

Channel (CARE) is the first environmental programming format for hospital television designed to comfort patients over the full 24-hour cycle with distinct day and nighttime programming. Based on documented research, the images and music are appropriate for patients in diverse states of acuity, transcending issues of age, gender, and culture. Introduced to the market in 1992, The CARE Channel promotes patient relaxation, provides stress relief for patients and enhances



pain management protocols.

The CARE Channel also offers proactive noise abatement, providing literal sound masking while effectively reducing stress and anxiety. The music broadcast on The CARE Channel is original and accessible, having cross-generational and cross-cultural appeal.

The channel assists caregivers while caring for patients and supports patients while nurses and physicians are caring for others. In the many minutes, if not hours, between interventions, especially during the long night hours when patients often experience heightened anxiety and fear, the CARE Channel provides soothing instrumental music together with appropriate images of nature that can calm even the most

highly medicated patient. The late night hours are well served by a midnight star field, which supports patients' circadian rhythms by improving restfulness and sleep.

"We hope that The CARE Channel will serve as a model for the positive use of the television as a comfort and stress-reduction tool in the hospital setting," says Marty Mancuso, Director of Patient Relations at Charlotte Hungerford Hospital.

By offering continuous relaxation and aesthetic beauty, The CARE Channel reflects the healing intention of the hospital's staff when patients are alone in their rooms. It helps to maintain the therapeutic presence of the nurse and physician. This service is available at no charge to patients.

While patients naturally benefit from the relaxation and positive distraction

provided by The CARE Channel's peaceful nature images and beautiful music, it also offers unique applications to hospital staff for the delivery of compassionate patient care.

The channel may be played in a patient's hospital room to create a more comforting, welcoming, and restful feeling environment for patients returning from a medical procedure. The CARE Channel will also be used as a backdrop for visitors' conversations with patients to avoid the distraction, stress, and confusion that can be caused by standard commercial television programming.

The music may also reduce stress and distraction during any medical procedures such as blood drawing or interventions that take place in the patient's room. It may also be utilized in the evening hours or late at night to assist

patients who may experience difficulty in resting and sleeping.

Patients can use the channel to minimize external distraction, to block or mask distracting noises emanating from hallways or other rooms. It is also a great alternative to commercial television as the musical compositions and visual images are specially chosen for their aesthetic and stress-reducing qualities.

"I am very excited to introduce the new CARE Channel at The Charlotte Hungerford Hospital because it reaffirms our commitment to strengthening and maintaining a healing environment for all of our patients." Says Alberta Arens, B.S., Education Coordinator at Charlotte Hungerford.

-Melissa Everett

National Nurses Week is May 6th - May 12th

Advertise in **Salute To Nurses** honoring the nursing profession and winners of the Nightingale Awards.

Call **789-5484**