

MAINTAINING *independence*

As people age, they often need assistance to maintain their independence. This new company fills the gap between available public health care programs and personal needs.

Old age can bring with it many joys but many frustrations as well – aching joints, slower movement, the need for medications, and challenges with daily chores such as housekeeping, grooming, shopping, laundry and meal preparation.

A new company has stepped up to the plate to offer help in all these functions for those who need a little assistance in maintaining their independence and staying in their own homes.

HomeAffairs Senior Care provides support to seniors – covered in a list of about 200 specific services – to help them maintain the dignity and independence to which they are accustomed. (Medical care is not among the services offered.)

With this program, many seniors are able to remain in their own homes, or living with their families, rather than having to move into a nursing home.

“We always try to match our caregivers with our senior clients in the areas of language, religion and other cultural aspects to create a trusted, one-on-one relationship,” says Peter Geburt, chairman of Toronto-based HomeAffairs.

The company’s services are customized

for each client and caregivers are available 24 hours a day, 365 days a year. The service can be used occasionally to relieve family caregivers, or on a regular basis over the long term, as required.

“HomeAffairs was founded to provide many of the solutions that seniors are seeking in non-medical assistive living programs,” says Geburt. “It is a well-known fact that the vast majority of the elderly prefer to remain in their own homes during their senior years. Our service is specifically designed to allow them to continue in this comfortable lifestyle and environment.

Geburt came up with the idea for the service when he saw the challenges his father faced as he aged. “There’s a huge gap between the needs of the individual and what the medical community can provide,” he says.

“Resources for public health care programs are dwindling, yet those of us in the Baby Boomer generation are living longer, thanks to modern science. We’re filling the gap for them,” says Geburt.

■ For details on HomeAffairs Senior Care, call 416-447-4663, or visit www.homeaffairs.ca.

DID YOU HEAR...?

- Remember the song that talks about whistling a happy tune even when you’re afraid? Notice that it doesn’t say “I wait until I conquer my fears and imperfections, and then I whistle a happy tune.” The whistling comes first, notes the TOPS Club at <http://tops.org>.
- Canadian women spend an average of 4.3 hours a day in duties around the home (two of which are taken up with washing, dressing, feeding and running around after the kids). Men spend 2.8 hours.

