

Member news & Notes

BUSINESS SPOTLIGHT: **Griswold Home Care** BY COLIN HEFFINGER

» Nobody wants to admit that they need care. The act of disregarding one's individual pride and sense of stability is often a tremendous mountain to surmount. To admit to needing care can feel like surrendering your freedom, your independence, and even your dreams. The good news is that it doesn't have to be a huge sacrifice. Acknowledging these fears and preparing ahead can have a significant impact on quality of life, not just for the parent, but across all family members involved when emergency strikes. Griswold Home Care recognizes the importance of overcoming these fears and prioritizes providing compassionate home care for all their clients.

Griswold Home Care was founded in 1982 by Jean Griswold. It is the oldest non-medical home care franchise organization in America and stands out with its unique approach to care with heart and compassion. The characteristics that make Griswold Home Care unique are titled as their "Griswoldness," derived directly from Jean Griswold and her visions for home care of the future.

"Addressing these fears of care is important," explains Anne Eidschun, owner of Griswold Home Care in New Castle County. "Resistance is very real. Educating the family can help put the parent in control and guide their children on how to provide the best care. It's important to prepare when you have



your pride. It makes all the difference in choices and understanding."

When it comes to home care, planning is a critical step to ensuring the best possible experience with a caregiver. "Setting expectations and getting to know the caregiver help both sides better understand how to provide the best care," states Anne. "Creating a plan and schedule are critical to success. It's important to plan instead of waiting and becoming reactionary."

An important factor of preparing for home care focuses on the role of constructing a family plan of interaction for the parent. Depending on what health problems the parent may be facing, it can be challenging to stay engaged with interactions in their daily lives. This can lead to depression and unnecessary stress. By planning ahead, a caregiver can aid to help keep the parent engaged with their family – something that is undeniably and deeply rooted in their happiness.

For both the parent and other family members, home care provides

numerous benefits. Taking care of a parent can be a demanding task – especially on top of maintaining work and life needs. Home care provides the opportunity for family member caregivers to destress and devote time to the things important in their lives; like their children, pets, passions, and even their own health. It also provides more quality time with the parent when it matters most. Since a caregiver

is handling the care, there is more time and energy to share meaningful moments with the parent.

"A great tip to help better prepare caregivers is to provide a list of foods and hobbies that the parent enjoys," explains Anne. "This helps a caregiver better understand the parent and create that spark of excitement during conversations. Developing trust between a caregiver and the parent help give the caregiver the space they need to provide the best care."

"We can't underestimate the importance of acknowledging these fears of the unknown," Anne reflects. "During these times, the parent, family members, and caregivers are in their own emotional world. It's important to confront these fears by planning and working with the caregiver. Sometimes our caregivers become part of the family. At Griswold Home Care, we will always value the connections created through our commitment to compassionate home care and the impact that it will have on the lives of our clients and their families."