



Professional & Compassionate Assistance for Independent Living

By Lisa Floyd-Brown

Photos Vincent Gorman & Courtesy of Home Care Assistance

Today's population is living longer than ever, and increasing numbers of adults are finding themselves at a crossroads: their parents or other loved ones need additional assistance to maintain their independence, so how do they find reliable and effective elder care?

No one understands this better than Scott Michaels, who experienced this same uncertainty with his loved ones. After losing both of his parents, Scott opened Home Care Assistance in part to raise awareness of aging, health and wellness, and quality of life in older adults. Home Care Assistance is a nonmedical, in-home care company, with a mission to change the way the world ages. Scott's passion for elder care permeates his company, as does his desire to provide unparalleled service to his clients.

"When someone calls, I think the expectation is to have someone on the other line who believes in providing value, who listens to what you're saying, who recognizes your needs, who empathizes with you, and who understands the urgency of what you're going through," Scott explains. "Our focus is on providing great service, on being super responsive, and on listening to our clients. That's part of our mission."

The staff of caregivers whom Scott has assembled is not just a group of in-home care professionals. Each embodies the core values of Home Care Assistance, including compassion, conscientiousness, and loyalty.

ABOVE & OPPOSITE Lisa Cales, caregiver and Marilyn Matia
OPPOSITE TOP LEFT & CENTER Scott Michaels

“They should be the standard for home care services. They are outstanding.”

-Marilyn Matia, current Home Care Assistance Client



Scott emphasizes to his caregivers the absolute necessity of caring about clients, being committed to helping clients, pleasantly engaging with clients, and being reliable. He evaluates his staff's attitude to ensure everyone has a contagiously positive and upbeat personality. "It's not just service; it's outstanding service," Scott says. "My caregivers go above and beyond. I tell them to pretend they're taking care of their own parents or children."

Solon resident Marilyn Matia used various home-care services over the past 25 years, before finally discovering Home Care Assistance. For Marilyn, Home Care Assistance has provided integral care before, during, and after she

underwent a major surgery. "They always have someone ready to meet your needs, and they arrive on time," Marilyn says of Home Care Assistance. "A caregiver will stay until 10 p.m. if necessary, and will come as early as 6:30 a.m. I find their flexibility a huge plus."

Marilyn says there is no comparison between Home Care Assistance and the other home-care companies she tried. Since switching to Home Care Assistance, Marilyn says, she always has been taken care of and it is obvious her comfort is the company's priority. If someone new from Home Care Assistance ever stops by her home, for instance, either Scott or Stevie Hatala, client care manager, arrives personally to make a formal introduction.

"They should be the standard for home care services," Marilyn concludes. "They are outstanding."

Home Care Assistance is located at 33790 Bainbridge Road in Solon. Visit HomeCareAssistanceCleveland.com for more information about the resources offered to clients, their families, and the community. Email Scott or call him with any questions or to schedule a complimentary in-home consultation. ■

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