



# Senior Care Options

You are not alone  
You have options...



Stay in touch in crisis situations!  
advantAGE Seniors Consulting  
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## Founders



Roshan Jacob



Soumya Nair

## Our International Experts



Amanda Pehlan (Ireland)



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Judith Parnes (N.J., USA)



Marcie Cooper, NJ, USA



Vanessa Burholt (UK)



Paul Nash (UK)



Robyn Flipse (NJ, USA)



Iibby Tanner (Baltimore, USA)



Carolyn Gallogly (NY, USA)

# Who We Are

advantAGE seniors was founded by two ordinary people, **Roshan Jacob and Soumya Nair** with a fervent passion to serve the infirm elderly. For many years, Jacob worked in healthcare as a hospital administrator. While in the hospital environment, he watched many of his patients – especially seniors – leave the facility and return home, but not necessarily return to health. Once home, a lot of his former patients were unable to care for themselves.



Jacob knew that with a little help, most of these people could lead healthy, happy lives in their own homes. But he also knew that there were very few professional companies that offered this kind of help. First, he observed and studied dozens of families to understand the different kinds of challenges they faced and what kind of care would help. This is when he realized that more and more people are striving to “age in place” which refers to the ability of any person to grow old in their own home or that of their family. Armed with a battery of professional qualifications from country's premier institutions like BITS, PILANI and CMC, VELLORE, Jacob ventured into the business of long term care.

Founded in 2001 originally as a home nurse provider for the Bangalore under the name Medicoshelp, the company has grown to become one of the country's leading home health agencies providing a full line of home health services, including in-home skilled nursing and rehabilitation, hospice care, and private duty non-medical care. In 2011, advantAGE seniors joined forces with Elder Life Management, NJ, USA for knowledge transfer for the best practices in long term care. Elder Life Management is a leading provider of hospice, palliative, private duty and home care services with a large operation in New Jersey. Today, advantAGE seniors is backed by an impressive panel of international experts and academicians from world reputed universities.

advantAGE senior's mission is to promote healing, provide hope, preserve dignity and produce value for each patient, resident, family member, customer, and employee we serve. At advantAGE seniors, we believe that if we focus on our people, on quality and customer service, our business results will follow. “**Think Gerontology, It is Rewarding**”, is our slogan and we mean it. That is why we are in the business of caring.



## advantAGE Care Givers



Are you concerned about your aged parents?

We can help!!

Learn more about our care givers.



## CARE GIVERS

For most people, living as independently as you can in your own home as you age is what you want. But sometimes you might need some help with daily tasks that you can no longer manage as well on your own. We value each person's uniqueness, life experience, abilities and aspirations and tailor our care to suit each person's need and choices.

At some point of time in your care giving journey, you may need a professional partner. Professional care givers are the backbone of the long term care industry. Though caregiving is rewarding and gratifying, it is equally complex and tough. We understand the nuances and complexities of caregiving and train our caregivers to excel in their job. At advantAGE seniors we identify the right individual, train, tune, sensitize, motivate and monitor to be successful caregiver.

Our care giver services are designed with the aim of meeting your changing needs as you get older. advantAGE senior's home care package is a coordinated package of services tailored to meet your care needs. An assessment by an Aged Care Assessment Team (ACAT) is required before you can receive a Home Care Package from advantAGE seniors.



# advantAGE Care Home



Are you looking for a place to keep your loved one?

We can help!!

Learn more about our care home.



## CARE HOME

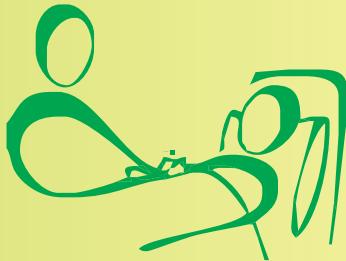
Home is the first and the best option for the elders and we call it "ageing in place"! However, many a time, home fails to extend the support systems needed for adequate care giving during infirmity. As the age advances and when the health diminishes the care interventions get intensified, and mostly many chronic health conditions may demand more professional care. This is when the institutionalized care comes as a probable option.

Our care home is for those who no longer fit to live in their own house due to ageing, illness or disability and needs more intense professional care. In our care facility we care for the bedridden elderly patients who needs long term care. Adequate health care, right nutrition and timely Nursing intervention are the central activity to achieve the goal to promote quality to the life of infirm elders.

At our care home, you or your loved ones can feel safe and well looked after with the highest standards of care that you'd expect from the leaders in long term care like advantAGE seniors. Our staffs are experienced and adequately trained in long term care, helping with daily activities as well as specialist clinical care.



## advantAGE Respite Care



Are you worried about leaving your elderly loved one behind, while you are away??

We can help!!

Learn more about our respite care.



## RESPITE CARE

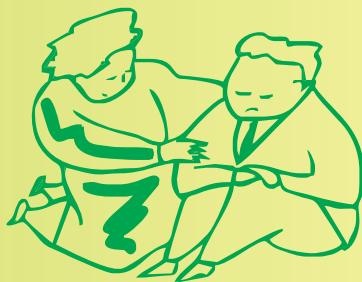
Caregiving is demanding and everyone needs a break. It is true and important that the primary care givers and families of the long term care patients needs a relief from their caregiving responsibilities. Respite care provides caregivers a temporary rest from caregiving, while the person with chronic illness continues to receive care in a safe environment.

If you are a primary caregiver directly involved with the care of a long term care patient, then respite care can help you as a caregiver by providing a new environment or time to relax. Emergencies, unplanned situations, unexpected trips or even a planned vacation can create a need for immediate care by an alternate arrangement for care.

Do you worry about your loved one's safety and care while you travel for your official and personal commitments? If yes, here is an answer for that! advantAGE Respite Care. Whether it be institutionalized care or domiciliary care we extend respite care so that you can be at ease while you travel.



advantAGE  
**Geriatric  
Counseling**



Are you looking for a Geriatric Counseling?

We can help!!

Learn more about our geriatric counseling.



## GERIATRIC COUNSELING

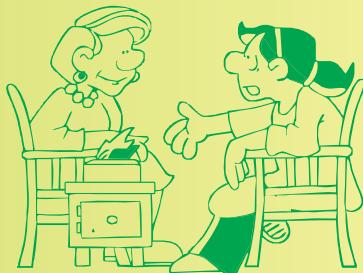
Geriatric counseling help individuals and families with issues related to the ageing process as well as the types of care one should receive at-the-fag end of life. One of the central issues that the elderly patient cope with is loss- impairments in hearing, vision mobility and worsening of overall health. As the age advances many individuals also deal with the loss of independence and to some degree dignity.

Most older people insist that they don't want any help and faculties feel torn about how much to push. Our counseling team can listen to your unique story and help you decide what to do, how much to do or when to intervene.

advantAGE geriatric Counseling is a holistic client centered approach to caring for older adults or others facing ongoing health challenges. You can bank on our vast expertise at a time of uncertainty. Our guidance leads families to appreciate actions and decisions that ensure quality care and an optimal life for your loved ones, thus reducing worry and stress.



advantAGE  
**Primary  
Care Giver  
Counseling**



Are your employees taking time off from work  
to face care giving challenges?

We can help!!

Learn more about our primary care giver counseling.



## PRIMARY CAREGIVER COUNSELING

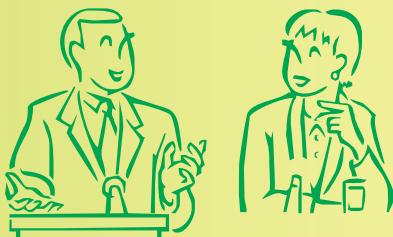
Juggling between work life and family life has become a major issue for much of today's workforce. Managing work and family without compromising one another is a major issue in the labor market. Everyone confides that it is very much stressful to balance both because of the competitive nature of today's business. No one working a full time schedule these days - not even a CEO - is immune to the enormous pressure of the demands of responsibilities of family needs.

If this is the normal scene, think about the times when your loved ones, a close family member is chronically ill. Families were indeed providing help to their elders and we never had to seek help outside the family. People who have caregiving responsibilities both for dependent children and frail or infirm parents have been dubbed as the Sandwich Generation. Employee's caregiving responsibilities can have a variety of negative impact on employee's work.

advantAGE seniors understands the pangs of this tricky situation and we can share and shoulder many of your responsibilities at a crisis time. Many a time you may baffle at the enormity of the caregiver problem and it will in turn affect your loved one's care. Our primary care counseling sessions can benefit you a lot in managing this crisis.



# advantAGE Retirement Planning



Are you looking for ways to shape your own future,  
as you near retirement?

We can help!!

Learn more about our retirement planning.

## RETIREMENT PLANNING

In view of the ageing population, retirement planning becomes increasingly important nowadays, especially in our country where social welfarism is uncommon. In view of the graying population and declining birth rates, people are increasingly dependent on themselves for survival after retirement. Many people will have to look after their parents as well as their own retirement needs. Thus, early planning is essential for a secure retirement.

It is common that many people feel frightened and insecure when approaching retirement. Instead accept and understand retirement for what it really represents. An ongoing process of exploration and change into a new life of "new beginnings" for the next 30 plus years. An opportunity to plan and set goals for the rest and best years of your life. Who would want to withdraw and retreat when starting a new period of life that may last for another 30 or more years?

advantAGE seniors undertake a pre-retirement consultation with our clients in the months leading up to retirement. If you are approaching retirement, you should seriously consider attending our retirement counseling. We would like to pierce through the misconceptions about this phase of life and reminded people that retirement is not an end, but rather a new beginning- an opportunity for growth, creativity and the discovery of one's authentic self. If you ever plan on "retiring", make sure you retire on purpose.



### **advantAGE Seniors Consulting LLP**

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