

News Release

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FOR IMMEDIATE RELEASE

This New Business Helps Seniors Stay Independent In Their Homes

It is estimated that up to seven million women are unpaid caregivers to the elderly. They struggle to cope with the exhaustion, loneliness, mental and physical demands, and heartbreak of watching their loved one grow weaker. They need help desperately!

Heartland Home Care, Inc. provides an affordable solution for older individuals or couples capable of managing their physical needs, but who require non-medical assistance, light housework, meal preparation and/or companionship in order to remain at home.

According to Ulrich, Heartland Home Care services can be arranged for as little as three hours or as many as 24 hours, a day. Short term assistance or longer term care is available seven days a week, including holidays.

When a potential client calls the company, Ulrich will arrange a meeting with the client and his or her family to discuss what services are needed. "Cost is on an hourly basis so hours can be decreased or increased based on changing needs," Ulrich said.

One-on-one service to the company's clients are performed by the Caregivers who are thoroughly screened, bonded and insured. Special attention is given to matching caregivers with clients to achieve the utmost compatibility.

“Elder care has become the top problem in our society today as it replaces child care as the number one issue for the men and women in today’s work force.” Ulrich said.

“Already people are spending more time caring for or providing for the care of their elderly parents that they did caring for their own children. The problem will only magnify with the aging of the population.”

A census Bureau report released on May 20, 1996 forecasts that the 65 – plus population will grow from one in every eight Americans now to one in every six by 2020 and one in every five by 2050. The fastest-growing segment of the population will be the people ages 85 and older, whose numbers are expected to double to 7 million by 2020.

“Research shows that older people who remain at home live longer and happier lives than do people of similar circumstances who are forced to leave their homes to live in other environments. Heartland Home Care can help the elderly remain in the comfort of their own homes for much longer periods of time,” said Ulrich.

Heartland Home Care’s mission is to accelerate the pace of in – home care to the elderly allowing them to stay independent longer.

The Company can be reached at (308) 234-HOME (4663)

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