



What is your background? How did this contribute to you starting Coastal Caretakers?

I have worked in many fields and industries. My experiences with transportation services for non-emergency medical purposes introduced me to the complex needs of aging seniors. So many people with disabilities were able to improve their mobility and independence with the proper assistance. From that experience, I was compelled to continue serving at-risk populations. As a certified nursing assistant and later orthopedic tech position, I learned a lot about patient needs within the healthcare system.

In 2000, I established **Coastal Caretakers** as a property management company. Shifting focus from only property, we now work to address the burgeoning needs of at-risk seniors. My experience has helped me craft a unique service model to fit the changing needs of aging at home.

What do you like most about your work?

I really enjoy making a difference in other people's lives. Not too many companies are doing this or are able to address the needs of aging seniors. **Coastal Caretakers** can make a great difference in the lives of families. It's not just about the seniors because their immediate family and children are also affected by the support systems and services that we offer.

I like to learn how we can make everyday things easier and more sustainable for the whole family. Technology really has changed the way that business and lifestyle choices are dealt with, allowing us to make great strides. I enjoy applying the latest technology to create quality solutions for aging and home services.

Generally speaking, how do ethics apply to your organization?

Ethics are very important in what we are doing. When an organization is responsible for the lifestyle and quality services that many seniors depend on us for, it is vital that we honor the greatest standards in operations and performance. Having a meaningful work ethic is effective and valuable because it goes a long way with the communities we serve. We value being fair and honest in this process, this is something that everyone in the family is interested in and helps the adult children of seniors rest assured. Our goals are to provide care by doing a good job. Being ethical is part of decision making and is at the core of our organization's goals.

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Being ethical in business entails accountability, responsibility, and integrity. Considering seniors may be especially vulnerable to these processes, how does Coastal Caretakers establish an ethical legacy?

We are doing something that not too many companies are able to. It is pretty important, and is only becoming more so because of the population size that is affected. We want senior environments to be safe and secure in multidimensional ways. Our legacy lies in crafting a personalized and consistent experience for customers and their loved ones. The services that **Coastal Caretakers** provide uniquely combined service paradigms. The level of customization that takes place sets us apart from other companies that may only be able to handle some aspects of senior home care life. We are interested in serving the population with a sense of inherent respect and confidentiality.

We believe this is an important legacy because we are helping people maintain their independence and optimize their living conditions. Aging in place offers new options that deliver countless benefits. It is a privilege to provide these services as it helps people maintain autonomy – something that is invaluable and irreplaceable.

What challenges do you face in offering these services, and how can seniors with special needs benefit from Coastal Caretakers?

We are setup to handle numerous challenges that are both expected and unexpected. With a diversified network and staff, we can address a variety of lifestyle circumstances related to aging in place. The best part is that seniors with special needs can benefit from extensive additional services delivered by our concierge. The greatest challenge for customers is to identify what they need. We help to create a plan that addresses short and long term goals, while allowing for flexibility based on the changing nature of lifestyle needs and health conditions.

Do you think these services can help change larger scale problems that affect seniors?

Absolutely. We are always conscious of advocacy initiatives and create the space to offer services that are not already available. Elder fraud and abuse can also be prevented and mitigated at a larger scale with more people becoming educated on these issues.

The large scale problem is that more seniors are aging now than ever before. Meeting the increased needs of this population and their families is an incumbent obstacle that exists in our healthcare system today. **Coastal Caretakers** addresses universal aspects of aging in place and offers viable solutions and alternatives. This improves the safety and responsibility associated with daily needs and changes.