



Georgia Lloyd in foreground with resident Yvonne Martell and home care giver Louise Dobbins

PROFILE

Home is where the heart is

Meeting the home care needs of an aging population **By Cheryl Bell**

Photos by Paul Darrow

A former dining room serves as a boardroom for Always Home Homecare. The converted, older style home on Dundas Street in Dartmouth is cosy and domestic — a fitting headquarters for a company that helps keep clients living

comfortably and independently in their own homes as long as possible.

“As long as they are safe, people are healthier and happier — with less confusion and depression — in their own homes,” says company president, Georgia Lloyd.

Always Home Homecare provides a wide range of care services to the frail and elderly, those who are chronically ill or who have been in accidents, the parents of newborns or children requiring special care, and those with mental or



physical challenges. Clients can request three-hour to 24-hour care daily, respite care for family members, transportation to appointments, childcare, and help with routine tasks, such as housework, errands, and shopping.

Lloyd started Always Home Homecare in 2006 with just one care worker, from the basement of her home.

There is no question that the looming “grey tsunami” is the driving force behind the demand for the company’s services. “One in five people in Nova



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– Georgia Lloyd

Scotia will be over 65 in 10 years,” says Lloyd. Add to those numbers the fact that one in nine people over the age of 65 (one in three for those over 85) has some form of dementia, and the need for health care services is acutely apparent. “You don’t need to be a rocket scientist to see the growing need,” says Lloyd.

What those numbers also suggest is that the Nova Scotia health care system — and the taxpayers who support it — will increasingly struggle to meet the health care needs of this growing segment of the population.

“In Canada we have this mindset that health care is free. Profit is a dirty word. I see my business as being there to support the health care system, which is completely overburdened. I want to provide services to those who can pay, and

take the burden off the system so that it can support those who can't pay.”

Caring for people in their homes is also a “wonderful model of care” explains Lloyd. “In China and the Philippines, families look after their elderly. Children hear wonderful stories from their grandparents. They do chores for them and learn empathy.”

When assigning care workers, Lloyd strives to achieve a good fit with clients. “We line up the same people to work with the same clients, so that there is trust and familiarity between clients and care workers.”

Trust is the watchword of Georgia Lloyd’s business. “Our philosophy is ‘do what you say you are going to do.’”

This combination of reliability and providing much-needed services has resulted in phenomenal growth for the company. Lloyd now employs over 250 full and part-time staff, some of whom she has recruited from Newfoundland, Jamaica, and the Philippines.

And, given the demographic predictions, future growth is assured. A new satellite office in Liverpool officially opened in April, and Always Home will soon be offering nursing, LPN, and pediatric home care services. The company has launched Carelink Advantage, a monitoring program for the home.

“I take tremendous pride in the fact that I started this business by myself. I’ve done it through sheer hard work and determination. People trust me, and I feel like I do something that matters. I work hard to fulfil every commitment I make, and I’ll continue to build the business as I always have, one client at a time.” ♦