

Why Generations?

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We understand that trust has to be earned. Our purpose is to create relationships based on trust, starting with the recognition that entrusting us with a loved one's care is the highest demonstration of confidence a client can extend.

- **People are our most important asset.**

How many times have you heard a company make this claim, only to come up short in practice? At Generations we not only say it, we mean it. We know that to attract top certified home health aides, we need to reward and recognize them for their exceptional skills. We are dedicated to hiring the most compassionate and experienced CHHAs available. We treat them with the respect and dignity they deserve. We pay at the upper end of market scales, provide better benefits, and offer meaningful training and advancement opportunities.

- **Caring is not a job, but a passion**

Generations' management team members are experienced caregivers, both personally and professionally. When we say we understand your situation, we do. We have all experienced first hand the role of caregiver for a loved one. We understand the uncertainty, the challenges, and many times the overwhelming responsibilities that come with that role. We have also experienced having a caregiver come in to our home to care for our loved one, and know what to look for in hiring caregivers. We are nurses in critical and acute care—supporting patients and families during some of their most difficult times. We know care, and we are passionate about it.

- **Local and Independent is better for you.**

Bigger is not always better when it comes to caring for your loved one. Generations is the antidote to large, impersonal, national home healthcare companies and franchises. We recognize that home healthcare is a very personal, customized service industry like no other – and that there is huge demand for service that is truly caring and localized. Generations focuses on a market we know intimately – in a place where we have community, business and family ties. This focus is an important factor in our delivery of unprecedented levels of customized, compassionate, local service.

■ **Professionalism is the key to great service...and peace of mind.**

Generations distinguishes itself in providing professional service from the top down. On the business side, we are owned and operated by senior executives with decades of experience. On the caregiving side, we meet those same standards. Our owner and management team are experienced nurses with the same depth of experience in the hospital and community environments. This unique blend of business expertise and professional care is where Generations excels and truly distinguishes itself from all others. Our professionalism at all levels is reflected in the unparalleled service and expertise of those who interact with, and care for, your loved ones. And that's what peace of mind is all about.

■ **The caring continues.**

Placing the CHHA is just the beginning of our relationship. A Generations nurse will visit periodically to check in with your loved one—and the CHHA—to make certain everything is working well and to ensure the plan of care is working as it should. In addition, we keep in touch with the primary caregiver regularly to make certain you're informed, involved and reassured. When our relationship starts, we regard it as our ongoing privilege to help care for your loved one.