



Right At Home Homecare And The 'Art of Caring'



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MARKETING DIRECTOR



Caring for people has been the core of **Right At Home's** mission statement and business model that has been embraced by so many people in the community.

The art of caring is uniquely and compassionately something this company strives for in all they do. Marketing Director and Community Liaison Bernie Branz states "Our main goal is to give the very best care at the very best prices with the very best options. With the ever growing homecare industry, we constantly see the need to reinvent our business strategies and marketing efforts. Everything we do is formulated around the care we provide." Owner Nick Bosco and Bernie Branz have been working together on developing new ideas and services to better serve the community. Owner Nick Bosco states, "Homecare is a very unique business where people are allowing strangers to not only come into their homes but to take care of family members as well. This is by no means what some refer to as "adult-sitting" services."

Right At Home makes that very apparent in their business structure. All caregivers, certified home health aides, live-in's, LPN's and RN's are all employees of the company. Right At Home does not sub-contract or hire aides from websites, newspapers, or other means and just place them into your home. Thorough recruiting, training, and retaining are of utmost importance to **Right At Home**. Vigorous screening processes, medical and criminal background checks, and even an on-line pre-employment assessment exam has to be taken by every caregiver that is hired. This is a major advantage that really gives **Right At Home** a better idea into the caregiver's personality, behavior, cognitive reasoning as well as contemporary integrity, including dependability, honesty and hostility to name a few. This is just another way this company goes above and beyond to insure quality caregivers giving the love and support your family needs.

Business savvy and people focused, owner Nick Bosco has assembled a great team of caring people with their very own talents and attributes. From marketing director to director of nursing, caregivers, office managers and staffing coordinators, Nick has surrounded himself with some of the best people in the industry. "In order to give the best care you need to have the right people in place with the same mindset - a passion for caring!" states Nick. This is evident with both office managers, Lori Eosso for the Brick office and Melissa Ulrich-Doughty for the Manahawkin office. Both were caregivers first before moving on to managing an office. These managers know first hand what it's like to be in someone's home and helping them personally.

Bernie Branz has a business/marketing degree and has been working in the medical industry for nearly 15 years. With his knowledge and experience, Bernie is able to utilize his creativity and share his compassion for helping people with **Right At Home**. Bernie comments, "I have been helping the sick, young and elderly for a long time. I have

a passion to help people and getting them the best they deserve." Bernie has been actively serving on several local committees to help fundraise, support, and bring awareness to them in the community. Many people do not know what is available in the community or know the difference between one organization to the next. A little information can go a long way and can mean the difference of making the right decision and a dreadful one. Bernie states, "I feel it's important for consumers to know as much as possible so they can make an educated decision rather than an injudicious one. We're dealing with our loved one's wellness and safety. This is not to be taken frivolously." With matching commitments and integrity, **Right At Home** and Bernie make a great team.

Owner Nick Bosco also decided to become an accredited homecare company in 2008 to show the community yet another level of care and professionalism. CAHC, which is the acronym for Commissions on Accreditation for Homecare, is a company that annually audits and scores you on your audit. Unfortunately this audit is not a state mandated regulation so most homecare companies are not accredited. "Hiring CAHC wasn't just to say we're accredited," comments Nick, "but to find out if we're doing anything incorrect so we can fix it to help better serve the community." Proud to report, **Right At Home** has just received their score from their most recent audit in June 2010 and is in the top 3% of the state. **Right At Home** now has what's known as a "distinguished accreditation". This level of commitment is yet another way this company shows its level of caring.

By giving people knowledge, options, and flexibility people can customize schedules to fit their needs as well as their



financial needs. **Right At Home** offers free one-on-one consultations and guidance to help ease the stress and concerns so many people face. To meet with Nick or Bernie please call for your free "caring consultation" and see what they can do for you. A caring team is a winning team and this team is definitely a team you want on your side.

Bernie Branz has a business/marketing degree with several years of management experience in the home care industry. Bernie serves on several committees such as Senior Resource Alliance committee, the northern & southern Ocean ethics committees, American Cancer Society, Business Solutions Task Force and Gala committees, Alzheimer's Association and several others. Bernie has tremendous drive and commitment to helping those in need.

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- Bernie Branz, Marketing Director

Call **Right At Home** Today to schedule your **FREE** home consultation and find out how we can help you!

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