



# Private Caregiving 101

Navigating in-home care for a loved one

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## We Will Discuss:

- Why this conversation matters!
- What is private caregiving?
- Types of care
- How to get started
- Cost and comparisons
- Things to consider
- Resources & next steps



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## Why Stay Home?

- Comfort of home
- Independence & dignity
- Feeling of memories and loved ones
- Difficult real estate market
- Medical technology and assistive devices can help.

*In-home care services can make it possible!*

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## What is Private Caregiving?

*Also known as “Private Duty Care”*

- **Private duty caregiving** in the home refers to **non-medical, paid caregiving services** provided to individuals—usually seniors—who need assistance with daily living activities but wish to remain in the comfort of their own home.
- The term “private” refers to **direct payment** by the client or their family—not covered by Medicare
  - *Covered through private funds or long-term care insurance options*

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## Why Families Choose Private Caregiving

- ☒ Comfort of home
- ☒ Personalized, one-on-one care
- ☒ Consistency of caregivers
- ☒ Cost flexibility
- ☒ Independence & dignity
- ☒ Family involvement

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## Types of In-Home Care

- 🧓 Companion Care – socialization, errands, light housekeeping
- 💆 Personal Care – bathing, grooming, mobility assistance
- 🧠 Dementia/Alzheimer's – memory support, redirection, safety supervision
- 🏥 Post-Hospital – short-term recovery, safety monitoring

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## More About In-Home Care Activities

- 🛀 Personal Care:
  - Bathing, grooming, dressing
  - Toileting and incontinence care
  - Mobility support (transfers, walking, wheelchair assistance)
- 🍽 Meal Support:
  - Meal planning and preparation
  - Feeding assistance if needed
  - Encouraging proper hydration
- 🧺 Light Housekeeping:
  - Laundry & linen changes
  - Dishwashing & kitchen clean up
  - General tidying and organizing
- 🚗 Errands & Transportation
  - Grocery shopping
  - Driving to medical appointments
  - Picking up prescriptions



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## In-Home Care Activities (cont.)

### Cognitive & Emotional Support

- Companionship & conversation
- Reminders (medication & appointments)
- Engagement in hobbies or memory games
  - Senior centers
  - Memory care organizations



### Post-Hospital Care

- Continuation of physical or occupational therapy
- Safety monitorization (fall risk patients, etc.)



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## How to Get Started – The Process

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Contact the in-home care provider!

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Client Assessment / Interview – understand care needs & preferences

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Caregiver Matching – recruit, interview; meet and approve caregivers

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Select & hire caregiver

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## Cost & Comparisons

- Private duty caregiving: \$30 - \$35 / hour
- Traditional agency: \$32 - \$40 / hour
- Assisted Living Facility: \$4,000 - \$8,000 / mo
- Nursing Home/Memory Care: \$8,000 - \$10,000 plus / month

*Private caregiving offers flexibility & cost savings!*

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## Things To Consider

- Level of care (physical, emotional, cognitive)
- Home safety
- Family & friend availability
- Budget & financial planning
- Legal documents (POA, directives, etc.)



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## Common Questions

- How do we find a trustworthy, experienced caregiver?
- What if it doesn't work out?
- Do you offer overnight or 24/7 Live-in care?
- How is payment handled?
- Are background checks included?

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## Why Hallmark Homecare?

Intentional Matching: Based on caregiver's skillset to patient's needs

More Availability: We have lots of caregivers ready to be placed

More Control: You can make the decisions

Ability to staff tougher cases: longer hours, higher needs

Happier caregivers: Increased satisfaction with higher wages and more stability

Affordability: In most cases, you will spend less than other alternatives



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## Resources & Next Steps

- Free consultation & client interview
- Contact Us!
  - See handout
- We're here to help – no obligation required



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***Any Questions?***

Thank you for coming!



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