

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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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

5

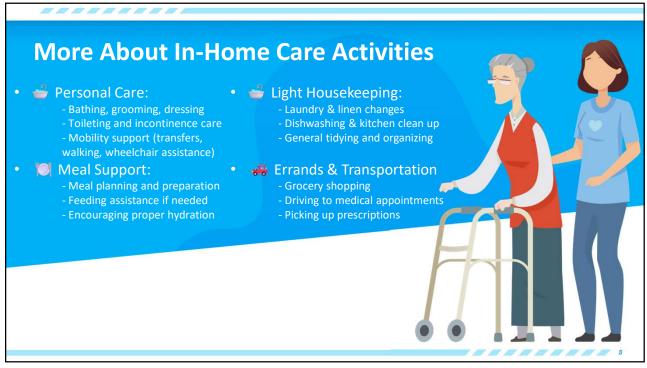
Why Families Choose Private Caregiving

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

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

7



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

Contact the in-home care provider!

Client Assessment / Interview – understand care needs & preferences

Caregiver Matching – recruit, interview; meet and approve caregivers

Select & hire caregiver

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!

11

11

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

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?

13

13

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



14



