

# Alliance Homecare's Concierge Care Raises the Standards in Home Care Services

**T**he five years Gregory Solometo spent caring for his grandmother changed his life.

"I received an education in the home care world," he says. "I hired and fired four different caregivers until I found someone I could trust to care for the woman who practically raised me. In addition to having the skills needed to work with Alzheimer's patients, Lynn, my grandmother's caretaker, was nurturing, kind and reliable. That's nothing they can teach in schools or through a certification. It was in her DNA."

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Solometo, then a vice president of one of the largest global financial services firms, recognized the urgent need for top-quality home healthcare services. In 2006, he founded New York City-based Alliance Homecare to cater to those who demand an extraordinary level of trust and quality in personal caring.

## Concierge Care Gives Patients the Attention They Deserve

Alliance Homecare is pioneering the "Concierge Care" concept, offering high-end, comprehensive services for those who pay privately or via long-term care insurance. "Our clients are often successful, accomplished individuals," explains Solometo. "But, they have little time and no experience in creating a customized home care solution."

Concierge Care clients also benefit from the attention of a multidisciplinary team of Geriatric Care Managers (GCMs), registered nurses, home health aides, companions and social workers. Managing no more than 20 patients at a time, GCMs oversee the team in the field, visit homes frequently and avail themselves to the client around the clock, seven days a week. Alliance also taps a carefully vetted network of physical therapists, nutritionists and home-visiting physicians as needed. "We can provide referrals to elder care attorneys, massage therapists, in-home spa treatments, handy-men and home modification consultants, to name a few. We even have a trusted list of dog walkers," says Sheila Kolt, Director of Geriatric Care.

A significant percentage of the registered nurses have a background in intensive care units at top hospitals in the region. "ICU nurses may pick up on subtle changes that can lead to early intervention, better patient outcomes and, in



some cases, saved lives," explains Michele Teter, Director of Patient Services.

At the heart of Concierge Care is a staff of elite caregivers, currently 500 and growing every month. Only 20 percent of applicants are approved for hire, and they earn 40 to 100 percent more than the industry average. "Our services come at a slight premium, but those extra funds are passed on to our caregivers, so they feel respected and compensated fairly for the hard work they do. As a result, clients enjoy longer relationships and fewer disruptive staff turnovers," Solometo says.

"Our goal is to help people age in place in their own comfortable surroundings. Our company would make my grandmother proud."



## The Grandma Rule<sup>SM</sup> Ensures Patients Are Treated Like Family

*The Grandma Rule<sup>SM</sup>, Alliance Homecare's guiding hiring philosophy, was developed by Gregory Solometo after years of caring for his elderly grandmother and watching caregivers come and go out of her home.*

*"Everyone here in a hiring capacity follows this simple rule: If we would hire a person to take care of our own family, we will consider hiring him or her to take care of our clients."*



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