

Dear Friends,

I am pleased to share with you once again some updates and developments from Private Home Care.

The results of the long awaited HSE tender on the provision of home care has resulted in Private Home Care greatly widening its services outside the Greater Dublin area, where we have built a strong reputation as a discrete and quality provider of home care for almost three decades. We are delighted to be able to provide the highest standards of home care, as a wholly owned Irish business. Those of you who know us are aware that I founded the company in 1989 and remain as fulltime MD. My terrific office team have been with me for an average of ten years each, as have many of our 300+ carers.

We have built huge experience over the decades so do recommend us to your friends nationwide!

On a separate note, I am delighted that we are sponsoring the Irish Ladies Golf Union for a three year period. Please see more details of this below.

I would once again like to thank you, our clients and friends, for your continued support as we enter our 24th year of business.

Elizabeth Nicholson

MANAGING DIRECTOR

Private Home Care Announces Three Year Sponsor of Irish Ladies Golf Union

'Private Home Care Inter-Club Championships'

We are delighted to announce our three year sponsorship of the Irish Ladies Golf Union's 'Private Home Care Inter-Club Championships'. The ILGU is the governing body for amateur women's golf in Ireland. Founded in 1893, it is recognised as the oldest Ladies Golf Union in the world. The national head office is based in Sandyford, Dublin and there are five administrative Districts; Ulster, East Leinster, Mid Leinster, Connacht and Munster. ILGU affiliated clubs are spread across all geographical areas in both urban and rural areas of Ireland.

Elizabeth Nicholson, MD of Private Home Care commented "we feel there is great synergy between our brand and the ILGU. As we go countrywide, it is very timely to support a national organisation such as the ILGU which offers such sporting and social benefits to females".

For further information, visit www.ilgu.ie or call 01 2934833.



(L-R) Elizabeth Nicholson, MD of Private Home Care and Marjorie McCorduck, President of the Irish Ladies Golf Union (ILGU) announce the Private Home Care Inter-Club Championship

Try your hand at Golf – only €40 for 4 lessons from a Golf Pro

To celebrate our sponsorship of the “Private Home Care Inter-Club Championship”, we are delighted to promote the ‘Women in Golf’ initiative, organized by the Irish Ladies Golf Union. ‘Women in Golf’ aims to promote golf as a sport, particularly to females who are interested in trying it for the first time (or any lapsed golfers) without the expense of golf club fees and equipment.

How it works

A qualified PGA Golf Professional will deliver four 1 hour lessons in small groups (approx. 10) at a total cost to each participant of €40.00. The good news is that you don’t need any equipment, specialist clothing or shoes for these four lessons as equipment (clubs, balls etc) will be supplied. If you are interested in availing of this opportunity, please email anna@privatehomecare.ie or tel Private Home Care on **01 6219101** to register your interest.



Women in Golf

Please note this offer is dependent upon the number of people interested.

Things That We Do Better With Age

In a recent article in the Irish Times, Professor Des O’Neill, a consultant in geriatric and stroke medicine, wrote an opinion piece following his attendance at a conference “Researchers in Ageing”, organised by the Max Planck Institutes. (The Max Planck Institutes is a collaborative enterprise throughout Germany which has produced 17 Nobel Laureates since it was established in 1948).

Professor O’Neill comments “As one of my own specific interests is the **illumination of the longevity dividend** – ie, those things that we do better with age – I was particularly fascinated to learn of an anthropology study in an indigenous tribe which showed that the older hunters, despite running more slowly and firing arrows with less force, returned home with the highest weight of meat”.

We are running a competition on our **Facebook page** for other ideas of what people do better with age. **The best answer wins a Private Home Care t-shirt!**



Source: This article is a summary of an article published in *The Irish Times Health Plus*, “For better ageing philosophies, vote for Berlin”, January 24th 2012.

See you in the Summer! Dates for your Diary

Bloom in the Park

Private Home Care is exhibiting at Bloom in the Park, “Ireland’s largest gardening, food and family event.” Come and see us on stand G17. Bloom takes place during the June bank holiday, May 31st – June 4th.

www.bloominthepark.com



Dublin Horse Show, RDS

A highlight of summer in Ireland is the annual Dublin Horse Show, which takes place this year from August 15th – 19th. Private Home Care is delighted to exhibit at the Horse Show this year. Come and say hello!

www.dublinhorseshow.com



Carer Recruitment

Due to our expansion plans, we are keen to recruit carers nationwide.

In our experience, carers typically fall into two categories:

- **Experienced carers:** those who have worked as a professional carer, within hospitals and nursing homes, and other home care and high dependency experiences.
- **Companion carers:** these are often people who have never worked as a professional carer but might have looked after a family member or friend. Companion carers are often people who have reared a family and who have looked after elderly people at home or in a voluntary capacity in the community, and now have free time on their hands.

Depending on client needs, we can offer flexible working hours from as little as one hour through to 48 hour care, over seven days a week.

Interested applicants can complete a short online application form on our website: www.privatehomecare.ie/careers or email CVs to recruitment@privatehomecare.ie.

Carer Training

By the end of 2012, healthcare assistants must have a major care award in FETAC Level 5 to work in any HSE facility.

We strongly recommend all our carers to choose the "Practical Homecare Skills" module as a first step. This is a five day course (60% practical and 40% academic). It includes the one day People Handling Skills certificate course.

Please note that as a condition of employment, all carers must have a current* People Handling Skills certificate (*this certificate lasts two years). All courses can be booked at very competitive rates through Private Home Care.

Private Home Care can assist all our applicants with organising and booking the above training.

In addition, Private Home Care requests that all new carers must attend our induction course. As well as informing new carers of our policies and procedures, carers will find this beneficial as they can learn new skills such as infection control and are updated on elder abuse.

Caring is a very fulfilling and rewarding career which makes a difference to people's lives.

New Marketing Materials

We have developed a range of new marketing material with specific leaflets for home care for: Elder care, Baby care, Live in care, Companion care, Post-Operative care, Specialised care, Disability care, Live Alone care, and Special Occasions care.

If you would like to have some of these for your own personal information, or to stock in your place of work, please email anna@privatehomecare.ie and we will be pleased to send some to you.

All of the above can be viewed on our website: www.privatehomecare.ie/resources/download.

Those of you with an eagle eye might note our updated logo on the front of this newsletter. We have incorporated our year of establishment (1989) in our logo as well as our nationwide contact telephone number.



Stay in Touch with Friends and Family Around the World – for Free!

We usually feature a recipe or craft item on our back page for those living at home (after all, that is what we promote, that people can stay in their own home for as long as possible). In this edition of the newsletter, we thought we would feature a commonly used technology as it enhances so many people's lives, particularly those at home for keeping in touch with people worldwide, for free!

Skype has changed the way people think about communication and keeping in touch with loved ones over great distances. Up to a few years ago, people had to make expensive phone calls with a mobile phone or via your fixed landline. Today, you can make calls over the internet. Skype is free, downloadable software that allows you to make and receive telephone calls to and from other Skype users over the Internet



How does it work?

- Visit www.skype.com
- Click on VideoCall
- Click on 'Download Skype' (free version).
- Click "Run" when you are asked to Run or Save the software
- Click the steps in the Set Up wizard to complete installation
- Then just open Skype and sign in with a username and password.
- "What is next" appears as an option.



You can call anyone else using Skype for a low cost but you need to purchase Skype credit to do so. Good luck!

PS, if you have already mastered Skype, why not try Viber (www.viber.com)? Viber is an application for iPhone® and Android™ phones that lets you make free phone calls and send text messages to anyone who also has the application installed worldwide.

Website Update

See our Information Centre on our website for articles and content on Dementia, Alzheimer's, Parkinson's, Motor Neurone, Multiple Sclerosis, Men's Health, Brain Injuries, Tracheostomies and lots more. We will add to this content regularly.

One of the most popular sections on our website is the audio recording of our MD, Elizabeth Nicholson, who speaks about "how to approach the subject of care with your family".

If you have any suggestions for content you would like to see on our website, please let us know (email anna@privatehomecare.ie).