

●● BUSINESS SPOTLIGHT ●●

Home Instead cares to make a difference for seniors

By Susan Gray

Enhancing lives of seniors by making a measurable difference in their wellbeing serves as career affirmation for Chuck Hiers, owner of Home Instead Senior Care in Clinton.

Hiers, a Charleston, South Carolina, transplant, bought the local Home Instead Senior Care franchise, which has been open since 2001, in 2014. For twenty-three years, his career was in banking.

Hiers, who would help his sister as much as possible in taking care of his parents, found himself as their

sole caregiver when his sister passed away in 2010. As he researched resources for assistance, he came across Home Instead Senior Care. It just so happened that he was also looking for something more in his life than what the banking world was providing. Again, his answer was Home Instead.

“Married, with children and having a corporate career, I couldn’t take care of my parents on my own. I was also looking for a change from banking,” said Hiers. “I saw that the senior home care industry was more rewarding than what I was doing. It led me to the Home Instead Senior Care franchise, which was for sale in this territory, in Clinton. It was a good fit. It is faith-based and very Christian, with a good philosophy.”

Hiers said he sees the amazing impact Home Instead makes on others’ lives.

“It’s more rewarding in making a difference in somebody’s life. It really fascinated me. It’s changing the quality of life for a senior. It’s a different phase for them in keeping them independent for as long as possible. The families of seniors really appreciate it so much. It’s peace of mind and relief that their family member is being taken care of, getting the right nutrition. We help by doing what we can to prevent hospitalization. I remember a family member hugging me like he had known me for years, and his saying

‘Thank you so much!’”

Companionship, engaging the client and trying to keep them from getting depressed are only a few things Home Instead Senior Care



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does. Physical activity (if the senior is able), driving clients on errands or appointments, meal preparation, light housekeeping, bathing, personal care, “anything that is nonmedical, we are there to help,” said Hiers.

When a senior is discharged from a hospital or a physical therapy unit, Home Instead is part of their care afterward.

“We find out that they are coming home through Home Health agencies that call us,” he said. “We work in conjunction with Home Health to keep the client as healthy as possible. We help them remain independent and regain their strength. We try to provide consistent care without as many interruptions as possible.”

All this means that Home Instead Senior Care can be there 24/7, with trained personnel, some that are even Certified Nursing Assistants (CNA).

A nurse on staff at Home Instead Senior Care serves as a trainer for all assistants. Training on such things as how to interact and communicate with a client, how to ask questions and get them talking, and personal care training are some of the things covered.

“We provide very specific training on how to take care of seniors,” Hiers said. “We also offer in-depth training on how to manage care for individuals with Alzheimer’s and dementia.”

But training is not enough, said

Hiers. “We look for people with experience and a caring heart. You can be trained but may still not be a right fit. We look at personality, ability to build relationships, ability to make a person feel comfortable with a stranger coming into their home.”

And in tune with the Omaha, Nebraska, Home Instead Senior Care home offices’ philosophy, “we do live by faith,” said Hiers. “We look for somebody that is sincere and who knows they are here for a reason and not just here for a paycheck. We try to find those people that want to make a difference in someone’s life and earn a good wage, as well.”

For more information about Home Instead Senior Care, which

●● INFOBOX ●●

Who: Home Instead Senior Care

Owner: Chuck Hiers

Address: 807 Monroe St.
Clinton, MS 39056

Phone: 601-926-1181

Website:
www.homeinstead.com/396

Hours: Office is open 8 a.m to 4:30 p.m., but telephone is staffed 24/7 for round-the-clock calls.

Tag Line: *To us, it's personal.*

serves Hinds, Madison and Rankin counties, visit their website at www.homeinstead.com/396.

Hiers is a member of the Clinton Chamber of Commerce and said life in Clinton is good. “Clinton is a great small town. We love it here.” Hiers’ wife Jill also owns Custom Travel Professionals, LLC in Clinton.

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