



# What is live-in care?

Dedicated, full-time care in  
your loved one's home.



**97% of people want to stay in their own home in later life.**



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# Home comes first

The days are gone where your loved one had to settle for a care home in their later years. With live-in care, they get all the help they need but keep control, choice and independence over their own life, in their own home.

A dedicated home care professional moves in to help with everything from personal care to household tasks. Doing all that's required to ensure your loved one is safe, comfortable and happy in the place they belong.



Every

# 12 days

we deliver the equivalent capacity  
of an average-sized care home

# 250,000

days of care delivered, for a wide  
range of needs

# 500

locations across the UK

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# Help to make the most of life

Someone there to support your loved one at every turn.



## Household maintenance

Keeping the house clean to ensure it's a safe, comfortable and relaxing environment to be in.



## Help getting up and ready

Offering a delicate, reassuring hand to get your mum or dad into their clothes and feeling their best.



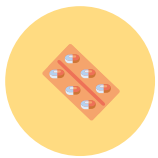
## Personal hygiene

Supporting your loved one with going to the bathroom, dealing with any incontinence needs.



## Favourite meals

Your loved one is able to choose their favourite meals, and the carer will make sure they're well hydrated.



## Medication prompting

Making sure any medication is taken when it's meant to be taken.



## Essential errands

Going on trips to the shop, to the chemist, or anywhere that's required by your family.

# The carers we work with have an average of six years' care experience.

## Catherine Mukiibi, Elder carer

"I have been working with Elder for almost two years now and am currently on my second long-term placement. My account manager, John Bargh, has been there every step of the way. Every team member that I have dealt with up 'til present has been highly professional, respectful, helpful and friendly... if you are having a really bad day at work, they will encourage you, if you are unsure of procedures, you can trust that they will try their best to support you and they are always happy to help you with booking your holiday.

If I didn't go to travel the world, I could easily have seen myself working with Elder for the next ten years. Thank you to everyone at Elder HQ for making me, as the carer, feel appreciated, respected, supported and encouraged, it goes a long way and I appreciate you all for it."



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# How to get everything arranged



## 1. Book a free consultation

Talk through your family's situation with one of our expert care team. They're able to provide advice, discuss how to put funding in place and help you understand whether live-in care is suitable.



## 2. Tell us your loved one's needs

Following your call, our team will send you what we call our 'care appraisal'. This is a form where you tell us about your mum or dad, from their medical requirements to their favourite meals. You can request this by freepost or email.



## 3. The matching process

Once we've received your care appraisal, our matching team then work with your family to help find the best carer for your loved one's needs. That means talking with everyone involved to get the clearest picture of the kind of person they'd get on with.



## 4. Choose your carer

Once we've helped find a selection of carers we think are suitable, we'll send you their profiles and introductory videos. Then, your family simply chooses who you think is best.



## 5. Carer arrives and trial week begins

We'll arrange travel with the carer. Once they arrive, your family will have a no-strings trial week to be completely sure live-in care works for you.

**'I particularly like the little videos they provide so that clients can assess potential carers on all sorts of levels – it makes it much easier to gauge whether someone might be suitable if you can hear their voice and see their facial expressions.'** — Sarah, London

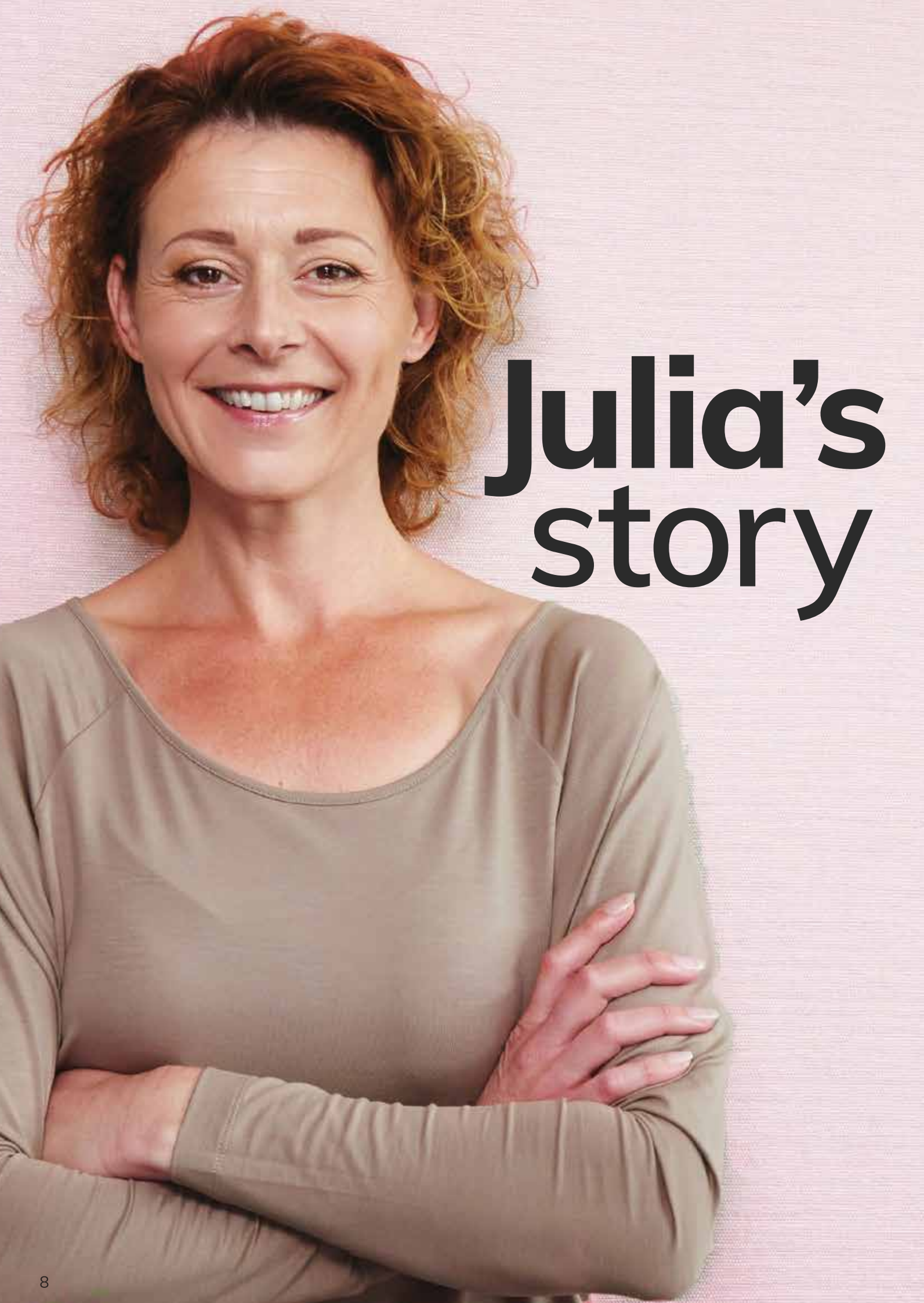
# Getting into the routine

Like anything, it can take a bit of time to settle in.

They may be remarkable, but your carer is only human. So as well as two hours of breaks taken at a suitable time throughout the day, your primary live-in carer will also need to take time off.

Schedules change depending on needs and circumstances, but here's a realistic working pattern:

	MON	TUE	WED	THU	FRI	SAT	SUN	
<b>Trial week</b> Your first week is a completely risk-free trial. If live-in care isn't for you, you're able to cancel without notice.	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	<b>Week 2-3:</b> If you're happy, your carer continues. They'll work up to ten hours per day.
	15	16	17	18	19	20	21	
<b>Week 4:</b> The primary carer takes time off. A substitute, 'respite' carer moves in. They'll take care of your loved one until the primary carer returns.	22	23	24	25	26	27	28	
	29	30	31	1	2	3	4	<b>Week 5-7:</b> The primary carer returns. They'll typically be in place for another four weeks.
	5	6	7	8	9	10	11	
	12	13	14	15	16	17	18	
<b>Week 8:</b> The primary carer takes time off and a respite carer moves in.	19	20	21	22	23	24	25	
	26	27	28	29	30	1	2	<b>Week 9:</b> The primary carer returns.



# Julia's story



My mum sadly passed away last year. She used to look after my Dad, but after she passed he was on his own. We quickly realised that Dad's dementia was actually more advanced than we thought. He would wander off in the night and we would get calls from the neighbours or even the police – luckily they were all lovely about it, but it was a big worry. He also started to call me while I was at work to ask where my Mum was. I was a nervous wreck by this point.

We decided we needed someone to be there all the time with him. We got an appointment with a care home, but as soon as we got inside, Dad just broke down and said he didn't belong there. I couldn't do that to him. My son searched for care at home and Elder came up – when we realised that they could find a carer for us in less than a week, I just said 'let's go for it.'

**'We got an appointment with a care home, but as soon as we got inside, Dad just broke down and said he didn't belong there. I couldn't do that to him.'**

We were sent a profile for Susan. At first, I did hesitate a little, as being of his

generation and especially with his dementia, I didn't really know how my Dad would react to someone from a different background. But as soon as she walked in, I just knew she was right. Dad took to her straight away and he sees her for the person she is. I was the same – she immediately asked me how I was coping, and I just burst into tears. She said: 'Well, that's why I'm here.'

We treat Susan like she is part of the family because that is how she treats my Dad. For my Dad's birthday, Susan threw him a surprise party and invited everyone locally and even bought a cake. Since Mum passed, he was worried about going to Church and used to sit on his own, but Susan went with him, and sat with him. They sing together, go on walks, and just generally have a nice time.

Since she came, Dad has stopped phoning me to ask where Mum is, which is a huge relief. We do little things for her to say thanks – we got flowers for her birthday, at Christmas we got her a present, which she wasn't expecting. She always phones me up and says how grateful she is.

Susan has really settled into the area too. She has

befriended all the neighbours and they think she is wonderful. They say that we have done an amazing thing for Dad in finding Susan.

## Julia Early

an Elder customer, talking about care for her dad



Got a question for Julia about how a live-in carer fits into the family?

Email [answers@elder.org](mailto:answers@elder.org)



## Melanie & Bridget

Like two peas in a pod

A photograph of an elderly woman with white hair, wearing a dark brown quilted jacket and maroon trousers, kneeling on a green mat on a grassy lawn. She is wearing black shoes. In the background, there is a stone urn on a pedestal surrounded by dark mulch. The scene is outdoors with trees and foliage in the distance.

**“My mum absolutely adores her two regular carers” —**

Barbara, Bath

# Wendy's story

Mum has been disabled for a few years now. She used to have hourly care visits, but last summer she sadly fell and broke her wrist and her hip. She was in hospital for three months in the end. It was then decided by the NHS and my family that it was no longer safe for her to live alone – her mobility just wasn't the same.

I wasn't sure how to go about finding full-time care. I just knew Mum didn't want to go to a care home. I came across Elder. The reviews looked great and I decided to give them a call and spoke to Gus, a family advisor.

**'I knew as soon as the carers arrived that they were lovely.'**

The carer is important, because it's different if someone is just popping in a few times a day but when it's live-in care, you take it more seriously. The main thing for me was having carers who

are genuinely caring and really listen to Mum. Mum wasn't sure about carers of different nationalities at first, she had some preconceptions, but I knew that a lot of carers tend to be from different places, so we said we would give it a try. We just needed them to speak clearly as Mum is quite deaf.

Gus sent over the profile and video for a carer called Violet. It reassured me that she was definitely worth meeting. Then, when she arrived, I knew she was a nice person and would be a great carer – she came across as so lovely and cheerful. I offered her a cup of tea when she came through the door, but she said that she would make us all one instead. We all sat down together, and that was nice.

When Violet took a break, we found our respite carer, called Suleekha. She has been brilliant too. We had a lovely Christmas together and we made her a special vegetarian

Christmas dinner as her religion means she doesn't eat meat. When she returned from a break, she brought back a scarf as a present for me and Mum. She is lovely.

Violet and Suleekha have both got to know Mum's ways now and she has got to know them. They're both such warm personalities and they're always smiling and having fun with Mum. They are like part of the family now and we hope we can continue to have them for a long time.

## Wendy Beck

an Elder customer, talking about care for her mum, Pam



Got a question for Wendy about how a live-in carer fits into the family?

[Email answers@elder.org](mailto:Email.answers@elder.org)

**“I offered her a cup of tea when she came through the door, but she said she’d make us all one instead.”**



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# You know what matters most

**Nobody understands your loved one's situation better than you.**

When it comes to getting care arranged, it's the smallest details that often make the biggest difference.

As the UK's leading live-in care agency, we listen to your priorities, you choose the carer you think is best. Our main role is to help you find them.

With us, you can also take an active role in managing the carer on a daily basis. It means you're able to put your loved one's specific, individual priorities first.

## **Joanne, Nottingham**

'My mum Patricia has had two long-term carers and has been matched really well. She has dementia but... working with Elder and the carers enables Mum to be independent. Her cat is her life and keeps her in a routine. If she went into care this could not happen and that would be awful for Mum. Having live in care helps her maintain her independence.

The carer has sourced local activities and involvement in the local church, something that means a lot to my mum and therefore they have a number of communities that they belong to. My mum has a better social life than me! Rose, Mum's carer is part of our family now. I feel this is important because without her I couldn't work, my mum couldn't be independent and continue to enjoy life. She would have been institutionalised which none of us wanted for her.'



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# A carer the whole family can rely on



**We make sure your carer is someone the whole family can rely on. It's all down to process.**

The carers we work with are stringently vetted, expert professionals. We meet them all face to face to ensure they have the skills, experience and character to do the job exceptionally.

Our rigorous onboarding sessions are designed to make sure your loved is looked after by someone you can trust.

These sessions give us the chance to filter out anyone that doesn't have the right characteristics.

Anyone we do accept passes our simplest, most effective test, 'would I want this person looking after my mum or dad?'

## What we look for in a carer

- ✓ A full Disclosure and Barring Service check
- ✓ A good level of spoken and written English
- ✓ A caring, professional manner
- ✓ At least one year in the care profession

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# Live-in care vs. the care home

Care at home isn't just a nice idea, it's linked to an increasing array of better health outcomes.



## May reduce the risk of dementia

Staying where you can reminisce, keep precious routines and enjoy the support of your friends is increasingly being linked with a reduced risk of cognitive decline and depression.

Source: US National Library of Medicine



## Less likely to have a fall

Compared to residential care, live-in care may reduce the risk of a fall by 33% and the risk of a hip fracture by 46% – the most common causes of elderly admission to hospital.

Source: Live-in Care Hub; US National Library of Medicine



## More likely to get out and about

Live-in care carries a 64% reduction in the likelihood of becoming housebound, which in turn reduces the risk of physical and mental health issues.

Source: US National Library of Medicine



## Continuity of general practice

Unlike a care home, arranging care never means losing your GP. Having the same GP has been linked with a reduced likelihood of being admitted to hospital and may result in a longer life.

Source: Exeter and Manchester Universities





### **Benefits of pet ownership**

There is an increasing body of research indicating pet ownership can reduce loneliness and associated health risks, such as a stroke and heart disease.

Source: Blue Cross



### **Tailored nutrition**

Meals can be individually tailored to a person's nutritional requirements. This can ensure a healthy, balanced diet — reducing the likelihood of illness.

Source: Age UK

**In 2017, care home insolvencies soared by 83%, leaving families uncertain about their loved one's future.**



Source: Care Home Professional, 2018

# We've delivered care in every region of the UK

We've helped hundreds in need of care get the bespoke, full-time care they deserve, right across the UK. Here's what some of them have had to say:

**'Great service. Great carers. Straightforward pricing. I'd highly recommend.'** — Rebecca, Berkshire

★ Trustpilot ★★★★★

**'Very efficient from the start ...Elder staff are sensitive and extremely efficient at interpreting the needs of the family and in finding first and foremost a primary carer - in our case to start very quickly ... I would recommend them without hesitation.'** — Jenny, Suffolk

★ Trustpilot ★★★★★

**'There are no hidden charges with Elder. You pay your weekly price and that is it, unlike the other companies I have dealt with who charge travelling expenses and double time for bank holidays etc. The carers also seem to be very relaxed about their 'down' time and very amenable at fitting in with the clients' requirements. I would highly recommend Elder to anyone.'** — Helen, Derbyshire

★ Trustpilot ★★★★★

## Key



Elder office



Customer





**'I have found elder to be sensitive to my father's needs from the very first contact. His carers are tremendous and make everything they do about dad and keeping him informed, healthy and happy.'** — Kathleen, East Lothian

★ Trustpilot ★★★★★

**'Elder were able to ensure our changing care needs were rapidly met and have always ensured we had competent care cover when we most needed it.'**

— Paul, Lincolnshire

★ Trustpilot ★★★★★

**'Elder has restored my faith in the human race, and England's failing care system.'** — Paul, Norfolk

★ Trustpilot ★★★★★

**'Our carer was so patient and extremely professional. The carer who followed (while the first took her break) has been of equally high standard. In our experience of this first couple of months, Elder provide high calibre carers who fit with the particular situation of the elderly that they care for.'** — Jan, East Sussex

★ Trustpilot ★★★★★

# The right care for you

Getting the arrangements right is all about understanding the skills that matter to you.

We work with a broad range of professionals, who have experience caring for a range of conditions and circumstances:

- ✓ Dementia
- ✓ Alzheimer's disease
- ✓ Parkinson's disease
- ✓ Stroke recovery
- ✓ Cancer care
- ✓ Hospital discharge
- ✓ End of life support
- ✓ Learning disabilities
- ✓ Physical disabilities
- ✓ Sensory impairments
- ✓ Companionship
- ✓ Respite support



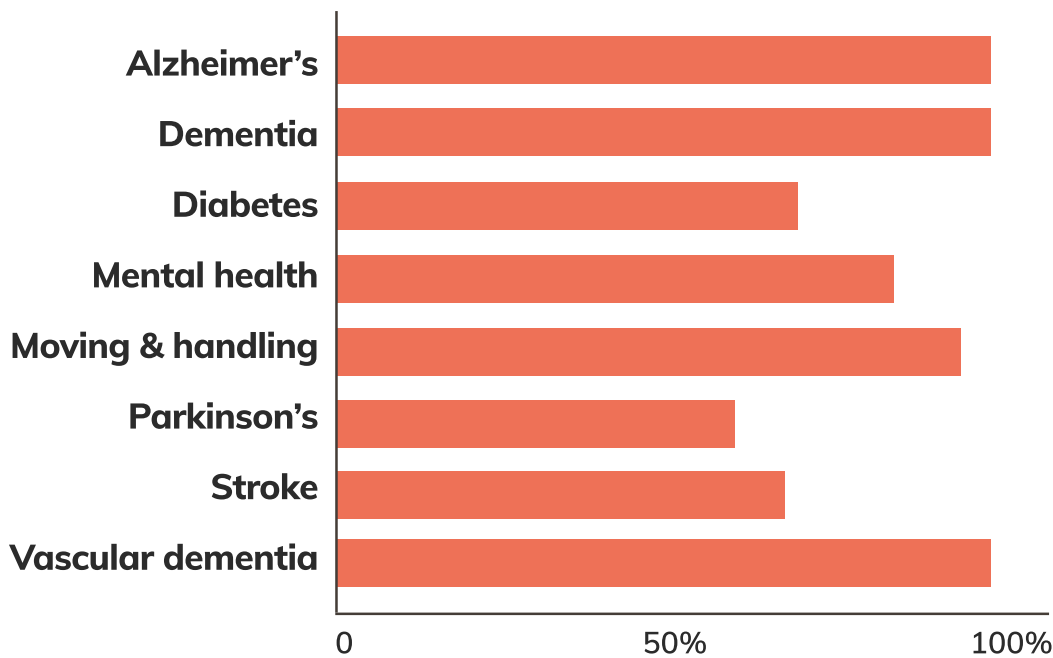
Our unique matching technology pairs each care recipient with three carers based on their needs and personality. They then choose who's best.

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# Thousands of specialist carers

Everyone's needs are different. Getting the right match is essential to ensure live-in care works for you. Luckily, we have thousands of registered carers with experience to suit your family's specific requirements.

Percentage of carers registered for each condition



As well as experience, here are some other preferences you should consider informing us about:



Any specific issues with mobility, memory or medication that impact your requirements.



The type of person your loved one is, what they like to do and who they usually get on with.



Whether you require the carer to be able to drive or even bring their own car with them.

# Care guides

Everything you need to know about specific care needs.

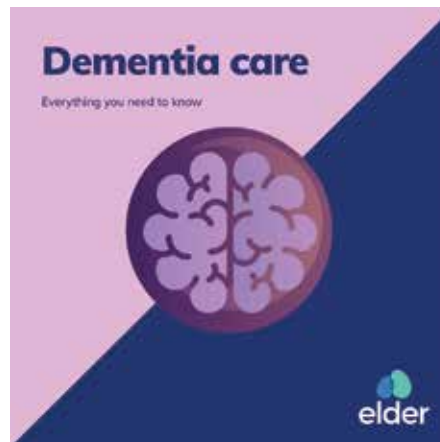
Your loved one may have been diagnosed with a particular condition or may find themselves in a tricky situation. It's ok to find things difficult to deal with, but you need to equip yourself with the right information.

Whatever your circumstances, our detailed care guides are all about giving your family the exacting information you need to jump any hurdles put in your path.

**Call us to find out more.**

What do they cover?

- ✓ What you need to do to effectively plan ahead
- ✓ Living a healthy and happy life in the given situation
- ✓ Ways people typically fund this type of care
- ✓ The typical role of a carer for this care over time



# Take care everywhere

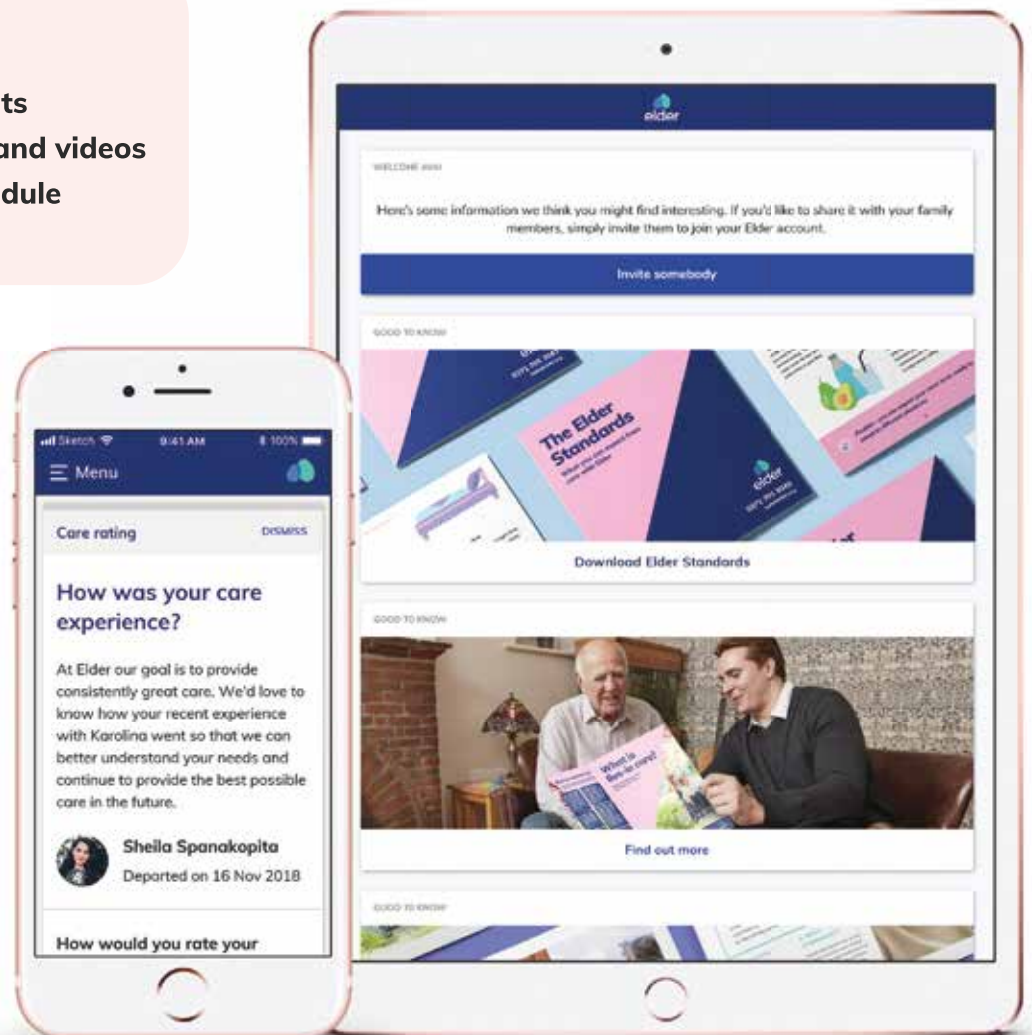
**My Elder makes managing your mum or dad's care simple.**

From tracking upcoming carer handover days to reading up on forthcoming carer profiles, it's all the information you need in one, handy place.

My Elder is a completely unique care management system, that we're constantly improving. Look out for a raft of updates coming out over the course of the year.

## Features

- ✓ Simple payments
- ✓ Carer handover alerts
- ✓ View carer profiles and videos
- ✓ View your care schedule
- ✓ Knowledge centre



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# Financial planning

**It's easy to lose sleep about the cost of care. It can feel like a daunting expense.**

In a world that's difficult to navigate, our team of care planning experts can point you in the right direction. Whether you're planning on using government support, NHS support, or the value of your loved one's home, we can help.

**'Live-in care is proving to be a much better option for my mother in law (99 in August) than going into a care home would be. It took a while to adjust, but she now feels very relaxed about her regular carer. Being able to stay in her home of over 60 years is immensely valuable.'** — Janet, Kent



## **NHS personal budgets**

If you're entitled to Continuing Healthcare funding in England, you could pay for live-in care with a personal health budget.



## **Council direct payments**

After your care needs assessment and means test, you could be entitled to pay for home care with direct payments from your local authority.



## **Equity release schemes**

If you're not eligible for state assistance, your loved one can use the value of their home to cover the cost of care at home.

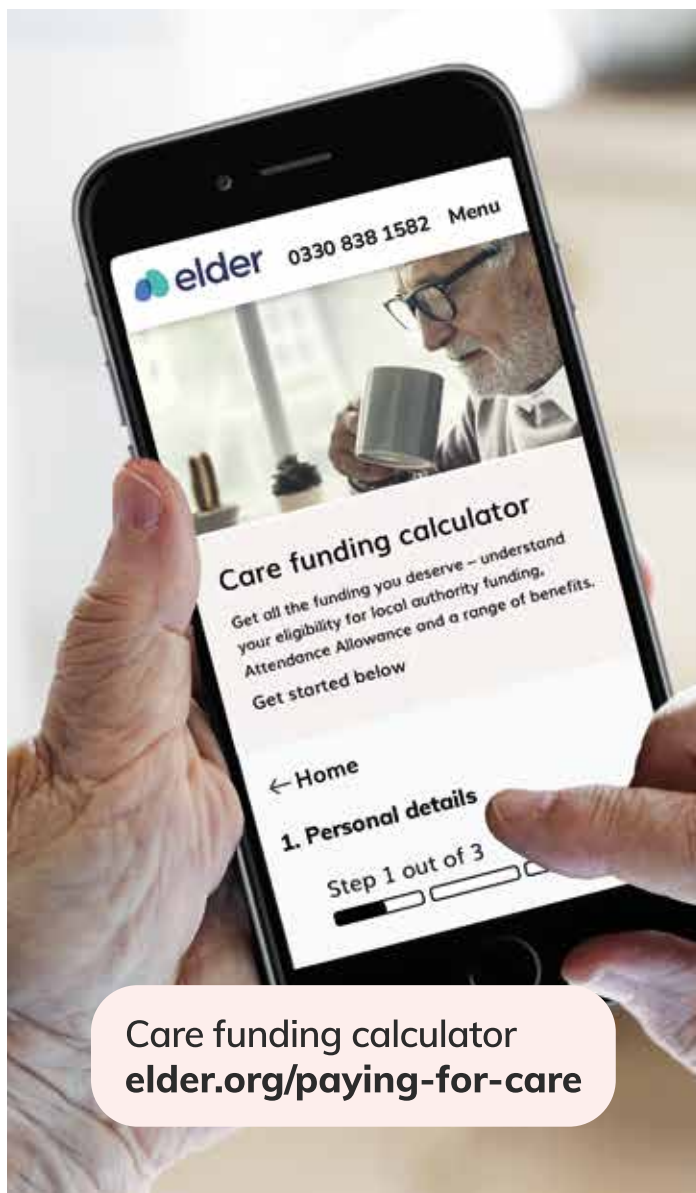


# Funding calculator

Still unsure how you'll afford your care needs?

Our funding calculator can give you a good idea of eligibility for various options. Take a couple of minutes to answer a few questions about your loved one's situation.

Try our online care funding calculator at [elder.org/paying-for-care](http://elder.org/paying-for-care)



Of those who have tried our funding calculator...

# 83%

of families are eligible for more funding options than they might expect

# 46%

are entitled to direct payments from their local authority

# 65%

are in a financial situation suited to equity release



**‘My father has a wonderful carer and she is enabling him to live comfortably at home with someone who also makes him happy’ —**

Lily, Surrey



## Emma & Derek

Music to each other's ears

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# Dedicated support whenever you need it

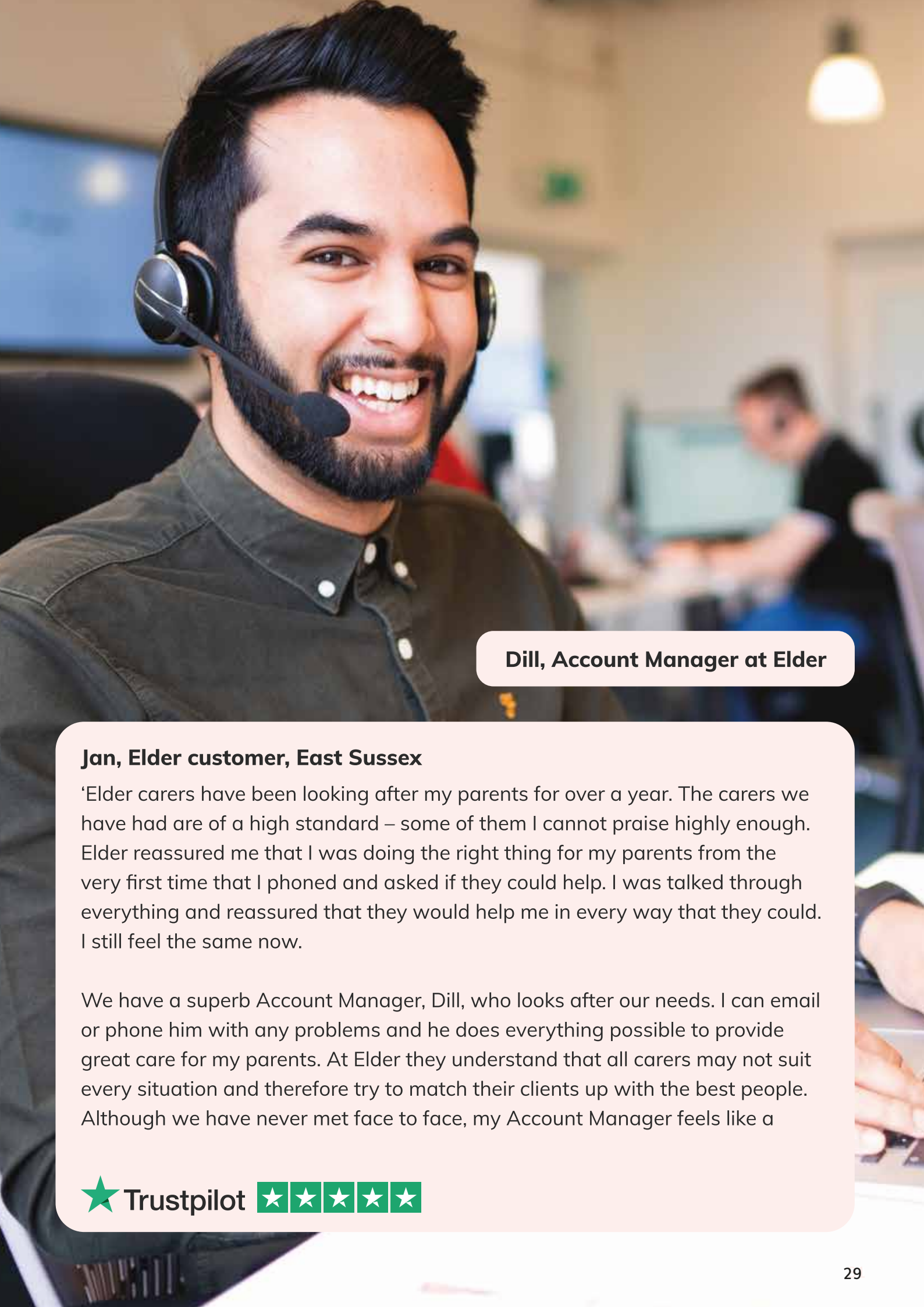
**Your dedicated Account Manager is someone you know, and who knows your family's situation in detail.**

Whether things haven't quite gone to plan, or you just need someone to talk you through the next steps, they're ready, on hand to help.

It's one of many ways we go above and beyond to give your family that little bit extra peace of mind. Making a tough situation a little bit easier.



Got a question for Dill about how your Account Manager could help?  
**Email [answers@elder.org](mailto:answers@elder.org)**



**Dill, Account Manager at Elder**

**Jan, Elder customer, East Sussex**

‘Elder carers have been looking after my parents for over a year. The carers we have had are of a high standard – some of them I cannot praise highly enough. Elder reassured me that I was doing the right thing for my parents from the very first time that I phoned and asked if they could help. I was talked through everything and reassured that they would help me in every way that they could. I still feel the same now.

We have a superb Account Manager, Dill, who looks after our needs. I can email or phone him with any problems and he does everything possible to provide great care for my parents. At Elder they understand that all carers may not suit every situation and therefore try to match their clients up with the best people. Although we have never met face to face, my Account Manager feels like a

 **Trustpilot** 



# Move things forward

Visit [elder.org](https://elder.org) to book your free consultation with one of our Senior Care Advisors. They'll answer any questions and help you get the care you're looking for.

If your needs are urgent, we can have care in place within as little as 48 hours.

As always, we're happy to help.  
Simply contact us:  
[hello@elder.org](mailto:hello@elder.org) | 0333 363 7157

