



# Award-winning Live-in care

Personalised live-in care that  
gives you more.





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No one should have to give up the things they love in later life.

However, many people do.

While 97% of us want to grow older in our own homes, in reality, the care home is still seen as the only option when we need full-time care.

Elder is changing that.

Your home is part of who you are, and we can help you stay there. Elder is an award-winning care marketplace that connects older people and their families to the UK's best carers. With Elder you get to maintain your routine and way of life, all while getting the dedicated care you need.

10 million+ hours of care

delivered across England, Scotland and Wales.

5000+ independent carers

on the Elder platform. Each carer has been background checked and quality assessed.

90% satisfaction rate

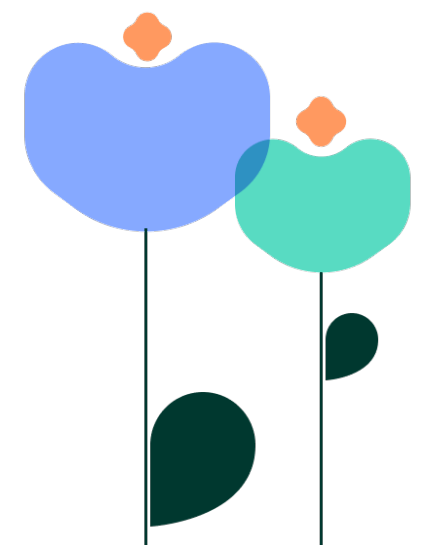
90% of Elder customers are fully satisfied with the carer they're matched with.

HealthInvestor  
Awards 2023  
**WINNER**  
Domiciliary Care Provider  
of the Year

HealthInvestor  
Awards 2022  
**WINNER**  
Domiciliary care provider  
of the year

HCA  
HOMECAREAWARDS  
**Winner 2022**

Excellent ★★★★★  
★ Trustpilot





# Discover live-in care with more



## More Choice

*You have the right to choose, starting with who your carer is.*

Combining a personal touch with ElderMatch technology, we'll identify carers with the right experience and character for your needs. Before choosing who you like best, you'll have plenty of time to get to know their passions and skills through their profile and introductory video. You can even chat to them to help you and your family feel comfortable with your decision.

## More Control

*Whether you're ready now or are planning ahead, you're always in control.*

We have the ability to connect you to a suitable carer in just 24 hours - without compromising on the quality of care. Our technology-enabled service captures your every need and preference in detail and makes shaping and managing your care as simple as possible. It grows with you too - allowing you to add or update this information at any time.



## More Support

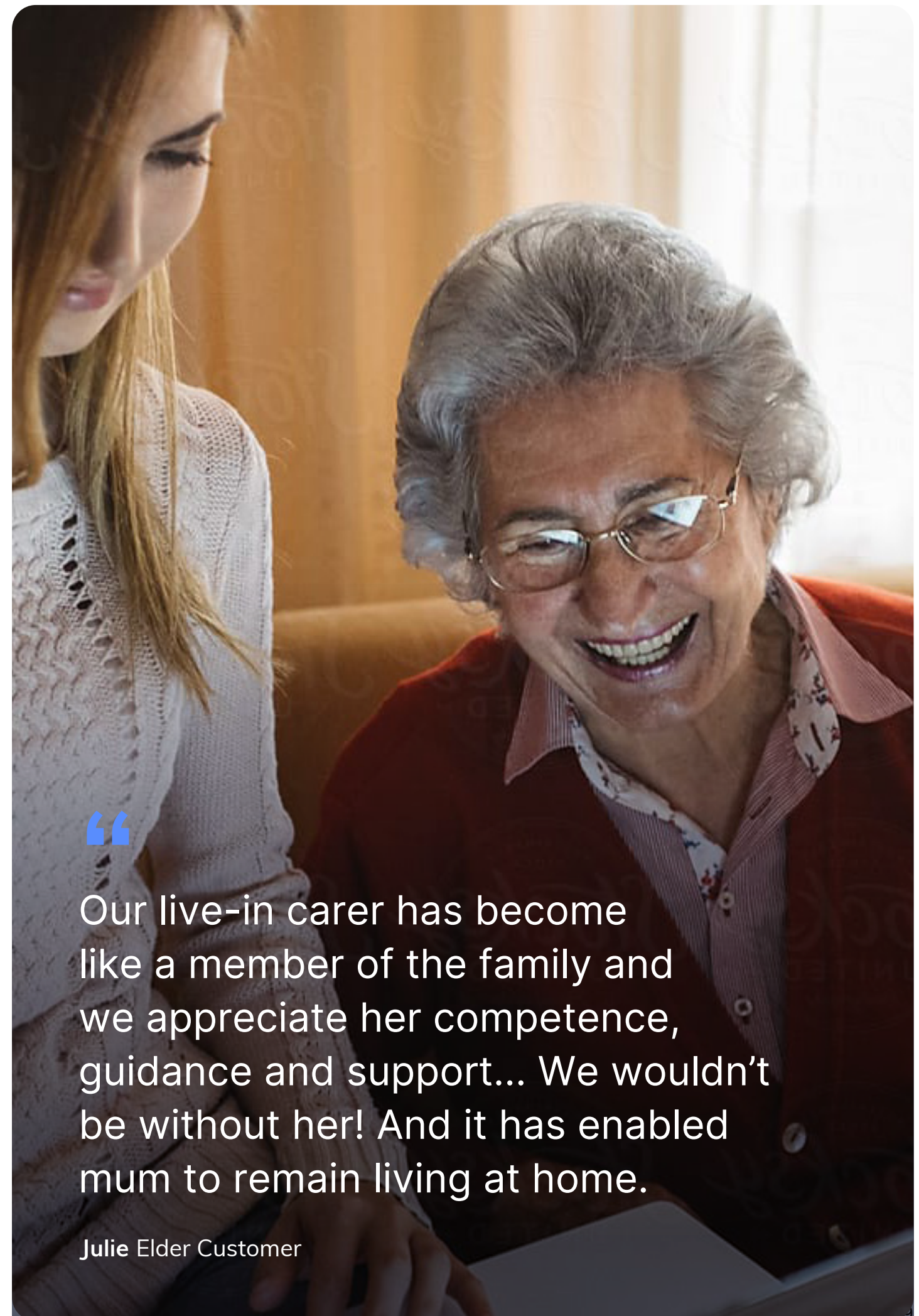
*Our support specialists and clinical team are here to listen, guide, and empower.*

Big care decisions need bespoke support. Our care advisors are on hand to explain and guide you through all the arrangements. Our internal clinical team reviews your needs in detail to make sure you receive a safe and quality service. Once care is in place you'll have your own family support specialist who'll ensure you have everything you need to confidently manage your care.

## More Value

*Invest in quality care, without unexpected extras.*

With Elder, there are no surcharges over bank holidays or weekends and no joining or exit fees – just truly personalised care. With our trial week you can see what life is like with your carer without commitment. You can change your carer at any time too, and we'll never charge you extra for finding the right fit.



“

Our live-in carer has become like a member of the family and we appreciate her competence, guidance and support... We wouldn't be without her! And it has enabled mum to remain living at home.

Julie Elder Customer





## What does a **live-in** carer do?

Your carer will be there to help make the most of life – creating more time for the things that matter.

### **Housekeeping**

Keeping the house clean and tidy to ensure it's safe, comfortable and relaxing.

### **Help getting dressed and ready**

Offering a delicate, reassuring hand to get into clothes and feel good.

### **Personal hygiene**

Support with going to the bathroom, washing, and oral care.

### **Preparing meals**

Preparing nutritious meals to individual tastes and dietary requirements, and ensuring hydration is prioritised.

### **Medication prompting**

Making sure any medication is taken at the right time, at the right dose (as per the prescription instructions)

### **Running errands**

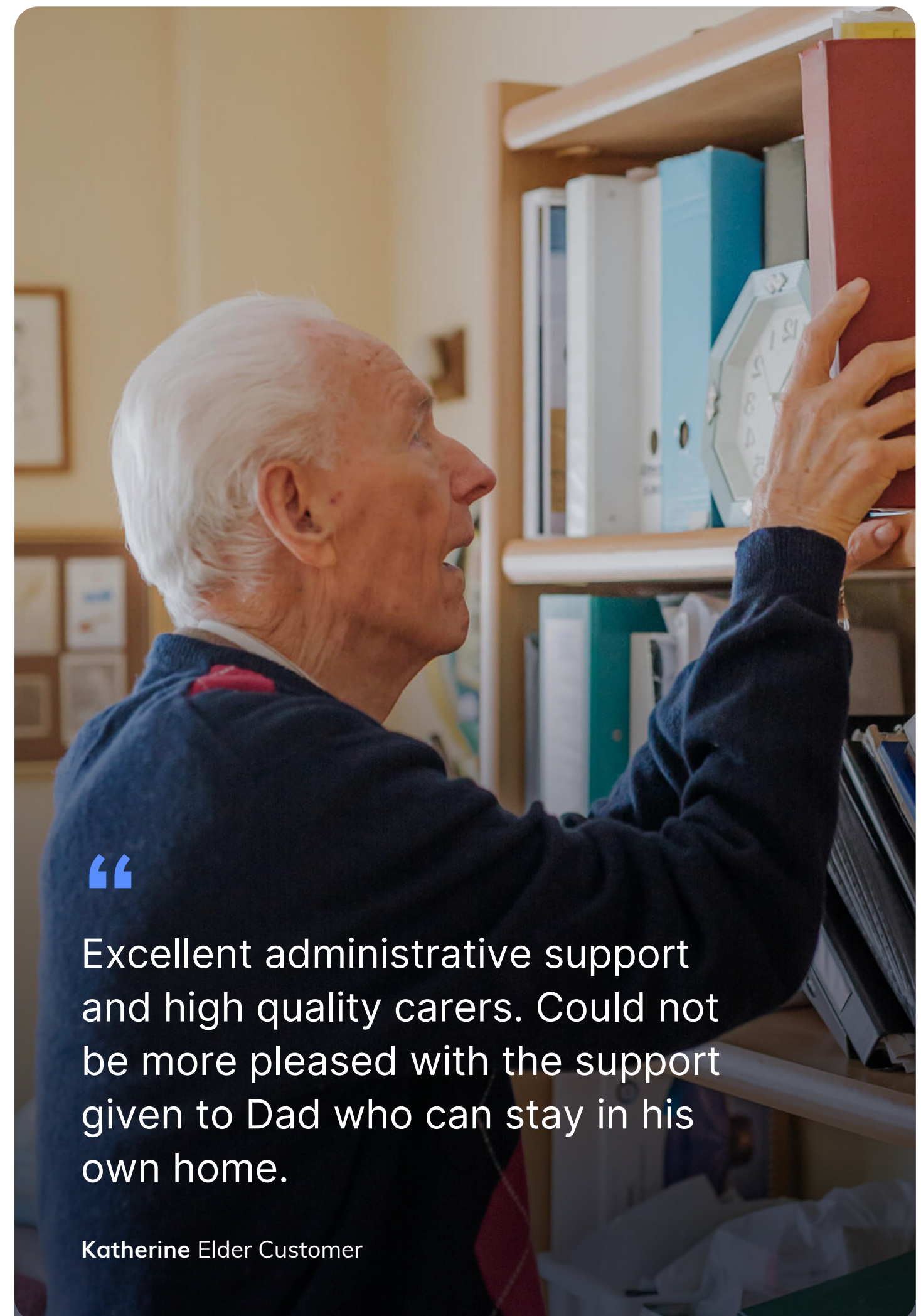
Going to the shops, chemist or anywhere that's required.

### **Companionship**

Being there to listen and chat to, encouraging hobbies, and helping maintain an active and fulfilling social life.

### **Pet care**

Helping to feed and exercise household pets.



“

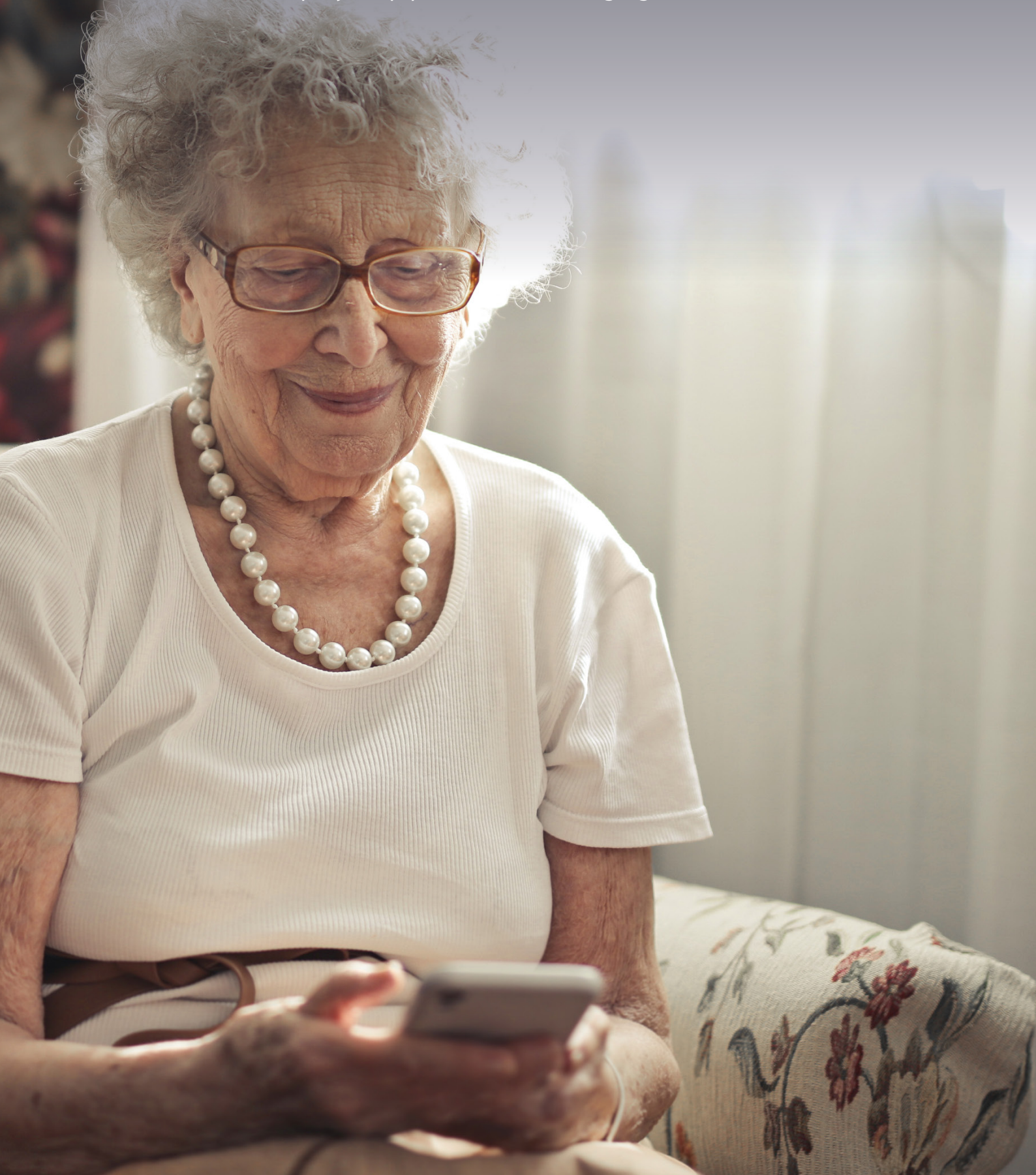
Excellent administrative support and high quality carers. Could not be more pleased with the support given to Dad who can stay in his own home.

Katherine Elder Customer



# Starting your care with Elder

Discover our step by step process for arranging care.



## 1. Book your free consultation

Speak to one of our care advisors about your care needs. During this no-obligation call, they'll help you navigate the care system, discuss funding options, and help you understand whether live-in care is right for you or your family.

## 2. Let us know your needs through our care appraisal

The care appraisal is all about getting to know you or your loved one. Our clinical team will review your care needs to ensure we can safely facilitate everything you need. Information on your personality, hobbies and preferences starts to build up a picture of who the best carer for you might be.

## 3. Starting your carer search

Based on your care appraisal, our team will combine their care knowhow with our matching technology to find the most suitable carers from our community. Every carer is DBS checked, and their decision making and character is fully assessed to ensure they can be a friendly face and a safe pair of hands.

## 4. Get to know your carer

You'll receive a profile of each carer you're matched with. It'll tell you everything you need to know about them, including work history, skills, qualifications, and feedback from other Elder customers. Each profile features a short video too where they discuss what they love about being a carer and their hobbies and interests. You can also request a call with and instantly reserve your chosen carer.

## 5. Your carer arrives and your trial period begins

On the first day, your carer will arrive prepared with all of the information from your care appraisal. The first week is the 'trial' week. If your carer doesn't feel like the right fit, you can choose a new carer at no additional fee, or if you decide Elder isn't quite right for you, you can cancel and only pay for the care you've received.



# Getting into a familiar and comfortable routine

Like anything, it can take a bit of time to settle in, it's why we put so much time and effort into understanding your needs, and uniquely matching you to great carers.

Knowing what to expect once care is in place can help too. If you choose full-time live-in care, your care schedule could look something like this.

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18

## Week one

Your chosen carer starts. They live-in, working up to ten hours a day, with two hours of breaks taken intermittently throughout the day. This first week is a trial week.

## Week two and three

Provided everything is going well, the carer will remain in place, supporting with everything required to make the most of life.

## Week four

Your carer takes time off to rest and recharge. We'll help you find the right respite carer that can move in and provide support while they're away.

## Week five to seven

Your carer returns. They'll typically be in place for another three to four weeks. This working pattern will usually then continue, so everyone can get into a comfortable and familiar routine.



# Looking for short-term care?

At Elder we also offer short-term live-in care - starting from as little as three days. You'll get all of the same benefits as our long-term care package including the choice of who your carer will be.



**Respite**  
Whether you need cover for yourself, a family member, or a professional caregiver, we'll help you find someone you can count on.



**Rehabilitation**  
We'll find the specialist support needed to safely get back home and on the road to recovery.



**Emergency cover**  
Life can be unpredictable. If you suddenly find yourself in need of temporary care, we'll work with you to find a solution in 24 hours.



“

The lady who came to give me some help after my operation could not have been more helpful and efficient. I couldn't have asked anymore from her.

Caroline Elder Customer



# Julia's story

Finding peace of mind for the whole family.



My mum used to look after my Dad. When she passed, we quickly realised that Dad's dementia was actually more advanced than we thought. He would wander off into the night and we would get phone calls from neighbours, or sometimes even the police. Luckily, they were all lovely about it, but it was a big worry.

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 came across Elder - 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 treat Susan like she's part of the family, because that's how she treats my Dad."

We were sent a profile for a carer called Susan. At first, I did hesitate a little, because of Dad's generation and dementia, I didn't really know how he'd react to someone from a different background. However Dad took to her straight away. 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's part of the family, because that's how she treats my Dad. For my Dad's birthday Susan threw him a surprise party and invited everyone locally. She even bought him a cake.

Since Mum passed he was worried about going to church and used to sit on his own, but now Susan goes with him and sits with him. They sing together, go for walks, and just generally have a nice time.

Susan has really settled into the area. She has befriended all the neighbours and they think she's wonderful. They say we have done an amazing thing for Dad in finding Susan.



# Sarah's\* story

Taking back control after a period of managed care.



My Mum had a fall, and when she was discharged from the hospital, they put her on a care package for seven weeks, all paid for, without us choosing who this care provider was.

Once the seven weeks were over, we used three managed care agencies. With the managed care services, I found it frustrating; I'm an ex-nurse and wanted more input into my parents' care. I know my parents very well, and with my background, I knew what they needed, but I wasn't allowed to help with the care plan.

For example, with our local provider, they wouldn't let Mum sleep upstairs with my Dad. Their reasoning was if we had the stair lift blocking the stairs for her safety, it would then be a fire risk. However, an occupational therapist said that the best thing for my Mum mentally would be to be back with my Dad at night.

“...you can build a trusted relationship before they even begin care.”

They have been married for 60 years, and when she was in the hospital, he would often climb into the bed with her to stay close. I had to prioritise their mental health, so we parted with that care company.

Eventually, a friend recommended Elder. You get to pick and talk to the carer beforehand, so you have someone who is a right fit; this also means you get a chance to explain to them who they'll be caring for. The carer gets to ask questions, and you can build a trusted relationship before they even begin care.

We have two excellent carers who alternate. They're both completely different; one is 24 years old and has a brilliant connection with Mum and Dad; they get on so well. The second carer is 65, makes fresh soup and ensures the house is spotless every day (I do say to her, 'you know you don't have to do that every day, right?'), and she's super chatty.

They're both polar opposites, but it works, and my parents love them both. It's really lovely, that's why we stayed with Elder; it really is about finding the right carers.

\*Name has been changed at the customer's request.





## The carers

We go to great lengths to ensure that every self-employed carer on our platform is someone you can trust and get on with. We perform the detailed background checks and assessments you'd expect from a leading care provider, starting with the simple question, 'Would I want this person looking after my own mum or dad?'

### 📍 Screening

Less than 10% of carers who apply to join our platform make it through our thorough screening process.

### 📄 Experience

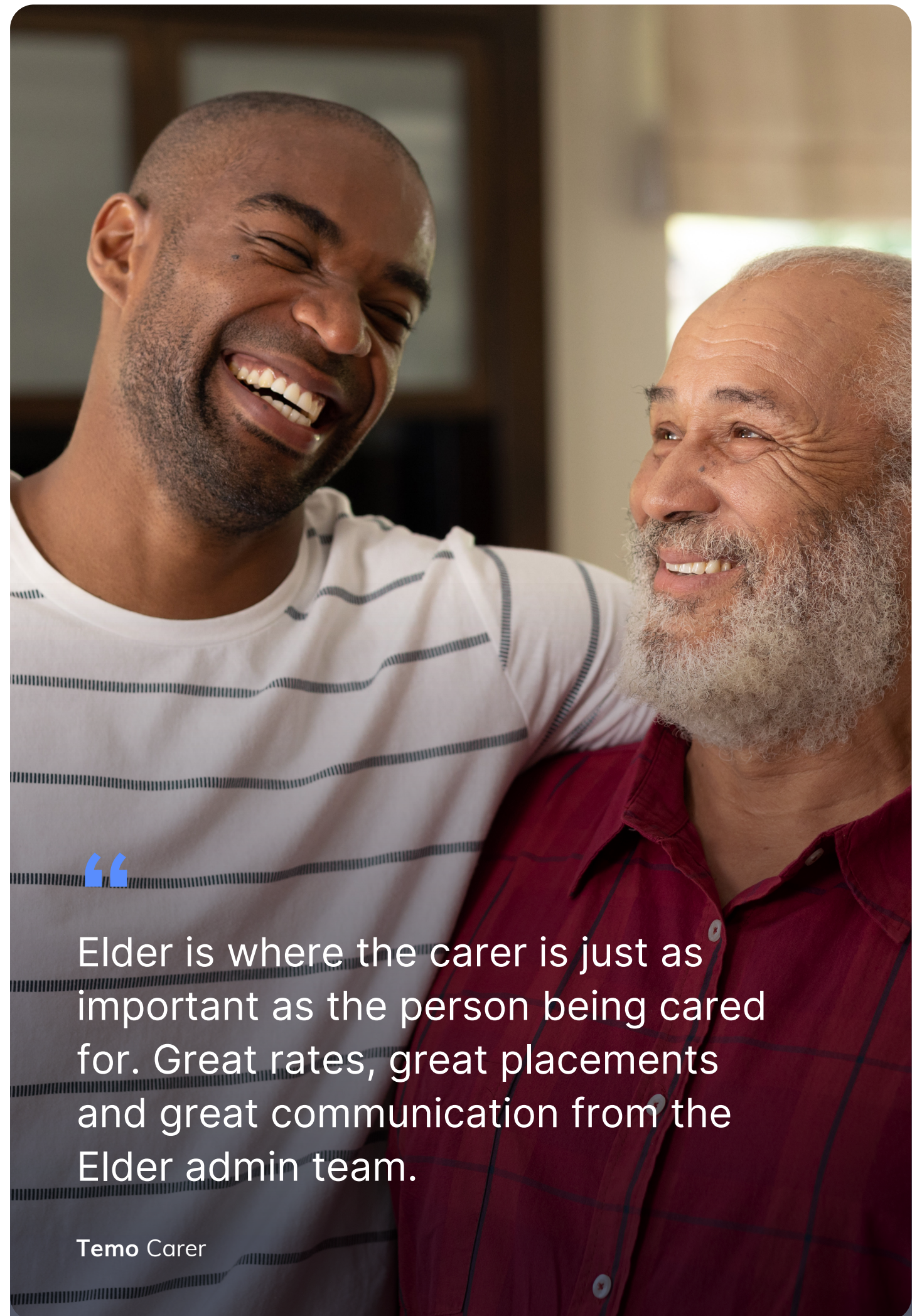
Carers must provide professional and verifiable references.

### 💡 Support

For those that do pass, we offer an award-winning carer loyalty programme and support package.

### 💬 Communication

Every carer has a good level of written and spoken English.



“

Elder is where the carer is just as important as the person being cared for. Great rates, great placements and great communication from the Elder admin team.

Temo Carer



At Elder, we believe people who care for others should be **cared for too**.

Every carer on our platform can access exclusive rewards that support their well-being and celebrate their compassion and commitment to care.

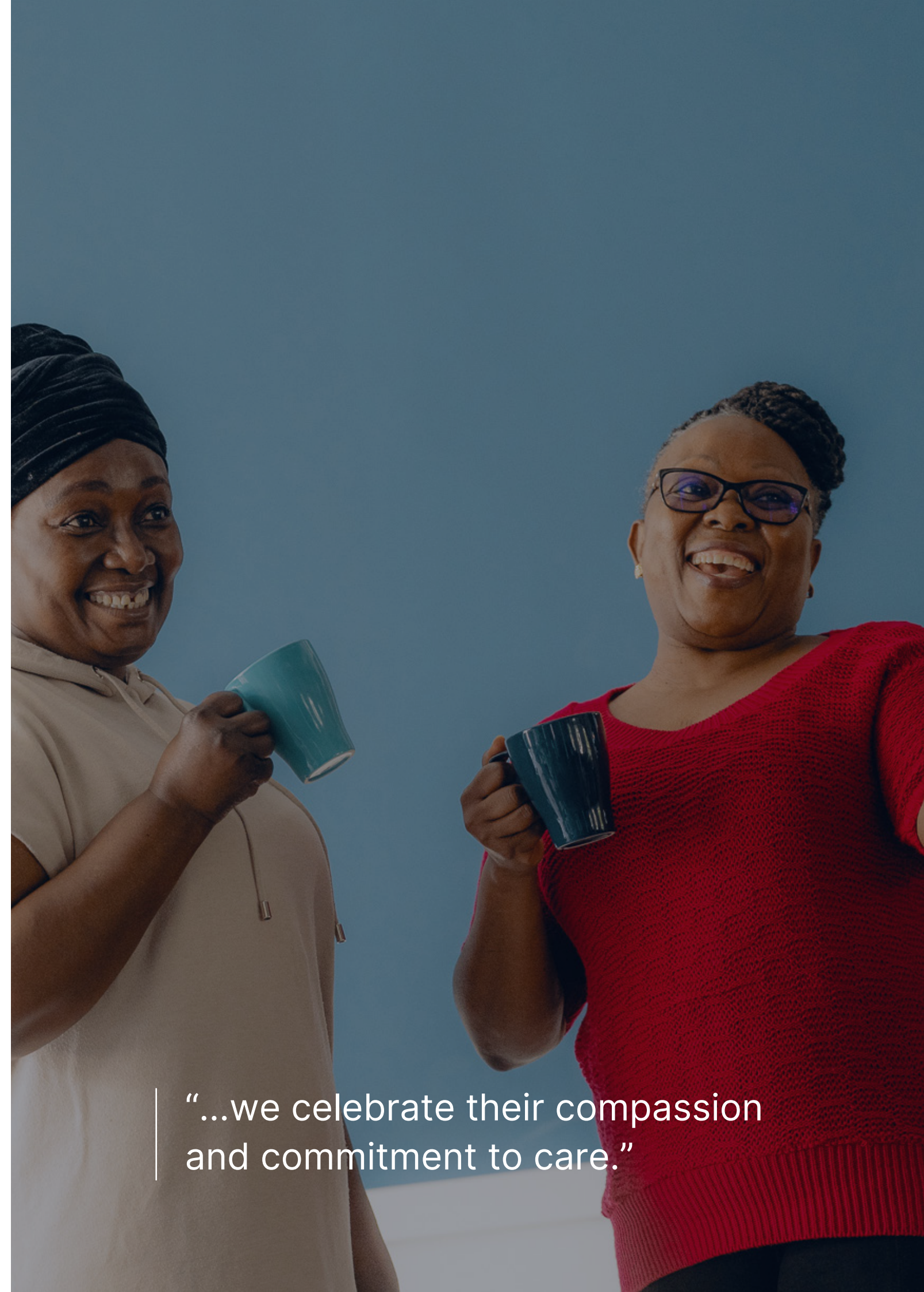
- Travel expenses covered by Elder
- Access to online learning so they can upskill and grow their care careers\*
- Emotional support and counselling\*
- Help managing their money\*
- Discounts on food, fuel and technology\*

*\*Reward provided by a trusted third party*

## Elder's carer of the month

While the role of a carer isn't unique, the impact they have and how they make people feel is. Each month Elder customers are invited to nominate a carer who has gone the extra mile.

Our panel carefully selects the carer they believe has exceeded our standards, with the winner receiving a luxury hamper to enjoy with the person they're caring for.



“...we celebrate their compassion and commitment to care.”



# Why choose live-in care with Elder?

Care at home isn't just a nice idea, it's linked to better health and well-being.



Our home care options can provide **better value** for money

You'll have the full-time support of a single carer of your choice rather than a staff of carers. In a care home, there is no 'care staff per resident requirement' - there just needs to be sufficient staff to meet the Care Quality Commission's (CQC) basic requirements in other areas. This can result in one member of staff caring for multiple residents at once.

It allows you to **maintain your own lifestyle** in your own home

There's no need to adjust to a set routine or downsize.

The value of your home **won't be included** in your funding calculation

If you're eligible for funding support from your local authority and you want to be cared for at home, the value of your home won't be counted as an asset during your financial assessment.

## **Reduced risk of falls**

Compared to residential care, live-in care may reduce the risk of a fall by 33%.

Source: The Live in Care Hub 2019

## **Greater independence**

37% of care home residents never leave the home. A live-in carer can support with seeing friends and family, or even just popping to the shops whenever and wherever you'd like.

Source: The Live in Care Hub 2021

## **Keep the same GP**

Arranging live-in care means never losing your GP. Keeping the same GP has been linked to a reduced likelihood of being admitted to hospital.

Source: Exeter and Manchester Universities 2018





“Our dedicated clinical team review every case to ensure live-in care is suitable.”

## What makes Elder the **best choice** for live-in care?

We're here for you both practically and emotionally throughout your care experience.

### No hidden fees

We don't charge extra for registration, carer matching, or up to 2 wake ups per night.

### A simple, fixed rate

Some introductory agencies leave it between the carer and the customer to agree a price – meaning costs can vary between carers. We'll ensure you pay one set weekly rate.

### Easy break cover

We'll always arrange cover for all scheduled breaks or any instances of carer sickness. And, if a change of circumstance means you need to find a new carer, we'll help you do so quickly and for no additional matching fee.

### Clinical support

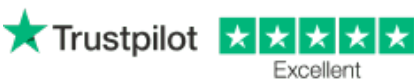
We have a dedicated clinical team who reviews every case to ensure live-in care is suitable. They'll also continue to assess any changes you make to your needs in your care appraisal.

### Quality carers, always

We have a community of thousands of specialist carers to suit your specific requirements. Our carers have experience caring in various circumstances and for different conditions.



# What families are saying about Elder



“Great service. Great carers. Straightforward pricing. I’d highly recommend.”

Rebecca Berkshire



“Elder staff are 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



“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



“There are no hidden charges with Elder. You pay your weekly price and that’s it, unlike other companies I have dealt with.”

Helen Derbyshire



# Managing care with MyElder

## Take care everywhere and own every moment

MyElder makes managing care fast, simple and reliable - all you need is access to the internet.

We've built this online tool to give you as much control over your care experience as possible. MyElder organises all your care information in one place, and you can manage, change, and add to it at any time, from anywhere.

- Add family members to your account for complete visibility
- Review carer profiles and choose your carer
- Manage your payment information and track your invoices
- View your schedule and plan handover days when your carer takes a break
- Read updates of important moments from your carer with the care logs feature
- Easily keep care information updated - from adding new medications to logging changes in the home.

## Meet the Elder team

At Elder we have a team of dedicated experts who can make your care journey as straightforward and comfortable as possible. Why not meet some of them below?



### **Euan, care advisor team**

Euan is a care planning expert, and is well versed in helping families like yours navigate the care system and understand if live-in care is the right solution.



### **Alexis, clinical team**

With 12 years' experience in social care and clinical practice, Alexis heads up our team of health professionals - helping families access safe person-centred care.



### **Sophie, family support team**

Sophie supports families once care has started - offering a listening ear, answering questions, and helping them stay in control.





# Get in touch

We're here for you seven days a week, 365 days of the year. If you need our help, or you're unsure about anything, here's how to get in touch:

☎ 0333 150 2350

✉ [support@elder.org](mailto:support@elder.org)

💻 [www.elder.org](http://www.elder.org)