

20<sup>th</sup> March 2014

**Dear Eldercare Friends,**

Greetings!

Caring for the elderly in a home environment is challenging due to the intense level of attention that needs to be dedicated to their unique needs. This challenge is exacerbated by the ever-increasing work commitments of family members who double-up as caregivers. Consequently, a significant number of families have enlisted the help of foreign domestic workers to care for their elderly loved-ones. However, it has been estimated that more than half of these workers do not possess the requisite experience and/or training to care for the elderly.

**CARE (Career Advisors Recruitment Enterprise) Pte Ltd (“CARE”)** seeks to address this gap in caregiving standards by providing high quality, state-of-the-art trained caregivers at affordable rates to the elderly who want to age-in-place, in the familiar environment of their own home, with their family and friends. Incorporated in Singapore, **CARE** is steered by profoundly experienced and highly qualified healthcare professionals (one of whom possesses a Master in Gerontology) who are passionate about recruiting, training and delivering outstanding caregivers.

### **Our CAREgivers**

**CARE** has meticulously designed its recruitment policy to identify the most superb caregivers and has in place a rigorous training programme to ensure that each caregiver is well equipped with requisite skills and understands the nuances of caring for the elderly.

All our specialized caregivers have been trained and assessed in our own “**CARE**” institution in their country of origin, namely Myanmar, Philippines and India. The caregivers are required to achieve high standards in their assessment, which are benchmarked against eldercare homes and community based services in Singapore, and are competent in providing assistance in many fundamental areas of eldercare that relate to daily living such as hygiene, nutrition, ambulation and cognitive stimulation. Additionally, they possess the necessary experience and/or skills to care for persons with Alzheimer’s Disease, Cancer, Stroke, Parkinson’s disease and other ailments that afflict the elderly.

## Why Choose CARE:

- CARE is able to provide superior caregiver expertise because of its vast experience and resources in the eldercare market, as exemplified by its comprehensive training model and experienced management.
- CARE considers recruiting a science as much as an art and employs a rigorous and comprehensive talent management methodology to attract, select, engage and deliver the best care-giving talent.
- CARE knows the eldercare sector not by reading about it but by working on it. Our experienced professionals are able to partner each client to assess their genuine needs and deliver customized care-giving solutions.
- CARE operates as a strong interface between our clients and caregivers and is committed to serving both parties to deliver the optimal care giving experience.
- All in all, CARE prides itself in its comprehensive and responsive service policy (**24 hours a day, 7 days a week**) that is available to clients and caregivers alike.

Please feel free to contact a CARE consultant at Tel: **68420698** or e-mail: [care@carepl.com.sg](mailto:care@carepl.com.sg) who would be able to work with you in identifying the needs of your patients and engaging a suitable caregiver. We look forward to partnering you in caring for your patients/ client's!

Yours sincerely,



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