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Seniors Helping Seniors® In-Home
Services Establishes Franchise on Cape Cod

Wyomissing Hills, Pa.--To help meet the growing demand of older New Englanders who want to remain in their own homes and stay as self-sufficient as possible, Seniors Helping Seniors In-Home Services® (SHS) has established a new franchise location to serve Cape Cod, Barnstable County, Massachusetts.

The franchise is owned and operated by Janice Matheson, Yarmouth Port, Mass., who has more than 27 years of healthcare experience covering a broad spectrum, including sales, marketing and management. Matheson has extensive experience in working with seniors.

Seniors Helping Seniors is a national caregiver organization that matches seniors who need in-home care services with seniors who provide them.

"We are extremely pleased that Janice has joined the Seniors Helping Seniors organization," said Philip Yocom, who manages the franchise system. "Her experience and knowledge of healthcare and the needs of our older Americans makes her especially well qualified to implement and manage one of our franchises. There is a definite need for our brand of loving, giving, caring and compassionate service on Cape Cod."

Said Matheson, "I have had extensive experience working with the older population in my career and I understand the importance of helping seniors to maintain their independence. I also know how important it is for caregivers to have options like Seniors Helping Seniors.

"I have not only cared for seniors bedside, but also have worked in physician's offices, been involved in Alzheimer's research, worked in an assisted living community and served as an independent nurse assessor doing evaluations for long-term care insurance," she added.

Matheson said her goal for the Barnstable County Seniors Helping Seniors franchise is to make it an attractive option for the employment and care of older adults on Cape Cod.

"Most importantly, while there are many agencies offering similar services, our niche is unique because we specifically target older adults to interact with other older adults. There is a certain level of familiarity when there is peer-to-peer interaction," she stressed. "There's a great comfort for those who receive our services and those who provide them. And it's a great job opportunity for active older adults."

Philip Yocom, and his wife, Kiran Yocom, co-founded Seniors Helping Seniors In-Home Services® (SHS), which began as a non-profit organization serving Reading and Berks County, Pennsylvania.

That first non-profit organization today encompasses more than 250 senior providers helping more than 600 senior receivers. In 2005, Seniors Helping Seniors provided 11, 000 hours of service, nearly double that of 2004.

Philip Yocom said, "What began as a heartfelt mission to fill a need that was not being served by our local community is now being recognized as a prime business opportunity being fueled by the fastest growing demographic in our society."

He added, "We want the existing Seniors Helping Seniors organization and any future franchises to be the first place that seniors in need of non-medical services and those seeking extra income call."

"We will support Janice and all of our master licensees and franchisees with all of the expertise we have gained in running Seniors Helping Seniors. We'll also provide marketing, sales, management, and technology support."

He added, "We believe we have found a practical, cost-effective way to help seniors remain independent and to continue contributing. As we grow nationwide, we remain committed to providing our brand of loving, giving, caring, compassionate service," he added.

For more information call Janice Matheson at Seniors Helping Seniors at 508-362-2799 or contact her by e-mail at seniorshelpingseniors@comcast.net. For more information on Seniors Helping Seniors franchise partners, contact Philip Yocom at philip@seniorshelpingseniors.com.