



New business connects senior caregivers with seniors in need

by Chris Hecox

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Getting older isn't easy for many folks, especially when the body or the mind begins to fail them, but a new business is offering Grand Rapids seniors a helping hand.

Those spending their Golden Years in the Grand Rapids area can call upon the in-home services of Seniors Helping Seniors, which matches seniors who want to provide help with seniors who are looking for help.

"As our senior community grows, it just makes sense to bring seniors together," said co-owner of the new franchise Dave VanderLinde. "It's so much easier to receive assistance from someone that you feel really does understand what you're going through and can relate to the issues you're dealing with."

VanderLinde co-owns the new franchise with his wife, Judy, along with their son Dave. Jr. and daughter Amanda.

The VanderLindes began the process of establishing their Seniors Helping Seniors franchise in Kent County in May. They serve the entire greater Grand Rapids area and surrounding communities.

"We have concentrated on our Grand Rapids community for the most part right now," Dave VanderLinde said. "It was really important for us to touch our local community first."

Services usually cost from \$17 to \$22 per hour and there's a two-hour minimum.

Medical insurance doesn't cover SHS services, however, long-term care insurance does.

Dave VanderLinde said SHS caregivers really separate SHS from other in-home services companies.

"We love what we're doing, but we couldn't do it without the incredible Providers that we have," he said. "Our caregivers are really amazing."

Judy VanderLinde agreed.

"There's a comfort level that's created immediately when they know that they're talking to somebody who really does understand and relate to what they're going through," she said.

Most of the SHS caregivers have experience caring for their own loved ones, are retired nurses or have a background helping others through churches or service clubs.

Having Amanda VanderLinde involved in SHS adds even more experience to SHS's caregiver staff. Amanda has spent many years working with Alzheimer's patients in long-term care facilities.

For more information about SHS, visit www.seniorshelpingseniors.com or call 234-0190.