

FOR IMMEDIATE RELEASE

Contact: Beatrice Tettey: [btett@aol.com](mailto:btett@aol.com) 516-378-5551

Alan Shirk: [alan@shirkcom.com](mailto:alan@shirkcom.com) 610-736-9223

## **Seniors Helping Seniors® In-Home Services Establishes Franchise in New York's Nassau County**

Wyomissing Hills, Pa.--To help meet the growing demand of older Long Islanders 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 at Roosevelt, New York, that will serve several communities in Long Island's Nassau County including Elmont, Floral Park, New Hyde Park, Garden City, Great Neck, Manhasset, Mineola, Port Washington, Westbury and Roselyn.

The franchise is owned and operated by Beatrice Tettey, a registered nurse with more than 20 years experience in home care, primarily serving seniors. Tettey is a nurse educator in home care and a site visitor with the Community Health Accreditation Program (CHAP). She was a regional and branch manager for Nursing Sisters Home Care, Hauppauge, and a regional and patient care manager for the St. Luke's/Roosevelt Home Care Agency operated by Continuum Health Partners.

She also worked as a community health nurse for the Metropolitan Jewish Health Care System in the 1980s and as a staff nurse at Roosevelt Hospital. She earned a master's degree in public administration and a BS in nursing from Long Island University.

A grand opening for her Seniors Helping Seniors franchise will be held on Saturday, March 24, 2007 from noon to 3 p.m. in Suite 602 at 50 Charles Lindbergh Boulevard, Uniondale. RSVP by calling 516-378-5551.

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 Beatrice has joined the Seniors Helping Seniors organization," said Philip Yocom, who manages the franchise system. "Her experience as a home care manager and nurse and her knowledge of the needs of 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 Long Island."

"I was immediately drawn to the possibilities of a Seniors Helping Seniors franchise when I first heard about it. With my 20-plus years of home care experience--most of it with seniors--I believe my Seniors Helping Seniors franchise I can make a difference in the lives of older residents in Nassau County. I want to help to make sure that they receive quality care in their homes," said Tettey.

She said she welcomes the opportunity to provide services and support in an industry with which she is very familiar. "This, too, is a growing industry with good potential and a much-needed service on Long Island and elsewhere. Seniors Helping Seniors is unlike

any other business on the Island; we will match caring seniors (providers) with other seniors who need help (receivers).”

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 2006, Seniors Helping Seniors provided nearly 13, 000 hours of service.

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 said, “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 Beatrice 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 Beatrice Tettey at Seniors Helping Seniors at 516-378-5551 or contact her by e-mail at [btett@aol.com](mailto:btett@aol.com) . For franchise information, e-mail Philip Yocom at [philip@seniorshelpingseniors.com](mailto:philip@seniorshelpingseniors.com) .

# # #