



# The Heart of the Matter

## TLC HomeCare Services puts your family first



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**TLC HomeCare Services owners Patti Maltese and Kelly McCabe know there's no place like home – especially when you've spent the better part of your life in the same place.**

“Many of our older clients have lived in their homes for decades. They've raised their children there; everything is familiar and comforting to them there,” says Maltese.

It's no wonder that the American Association of Retired Persons (AARP) estimates nearly 90 percent of individuals aged 65 or older – currently more than 43 million people in the United States – want to stay in their own homes as they age.

“We understand and appreciate that people don't want to leave the comfort of their own homes and move to alternative living communities, but they may need some help with day-to-day tasks like cooking meals, remembering to take medication, rides to the doctors, light housekeeping, bathing etc. – and that's where we come in,” says Maltese.

Maltese and McCabe, both dedicated moms and experienced entrepreneurs, founded Moorestown-based TLC HomeCare Services in 2009. The dynamic duo worked together for many years in the staffing industry and other business ventures, but knew they wanted to build a business that allowed them to better “give back and help people,” says McCabe.

Thus, TLC HomeCare Services was born. The business specializes in companion, homemaker and personal care services for elderly clients, as well as people 18 years or older, recovering from illness

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or surgery, or living with disabilities, multiple sclerosis, Alzheimer's disease, ALS, Parkinson's and more.

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ionship a few days a week. Our services are very flexible and can be adapted to your particular situation.”

The help comes from TLC's staff of trained and experienced caregivers. “We are very selective in choosing the caregivers who join our team,” says McCabe. “They must be fully trained, certified as a Certified Nurse Assistant (CNA) or Home Health Aide (CHHA) by the state of New Jersey, and pass background checks, license checks and reference checks.” Every employee must have their own car and proper insurance.

McCabe and Maltese – who are both certified CHHAs and known to throw on their scrubs to help clients – say these credentials are essential, but exceptional character, values and work ethic are just as important for their employees.

“Our TLC team members are compassionate, patient and dependable,” says McCabe. “We ensure they reflect and share our standards of excellence, because we truly believe that TLC HomeCare Services is a family serving families.”

To best serve families, McCabe says she and Maltese “personally meet with every client in their home – each and every single one. It's very important to us that we have that one-on-one connection with our clients.”

Their caring, in-depth assessments with their clients allow McCabe and Maltese to carefully match each family with TLC's best caregiver based on their day-to-day needs, as well as their personality. They are able to do this with the help and expertise from their own dedicated and exceptional internal staff: Karen, Kristine, Chrissy, Cynthia and RN Michelle.

“One client might have a very fun, vibrant personality, and another might prefer a quieter atmosphere. We take those traits into account in order to make the best possible match,” says Maltese. “We're able to send the right caregivers because we get to the heart of our clients. Sending the same caregiver daily (when available) is also critical.”

That attention to detail is also reflected in TLC HomeCare Service's ongoing communication with their clients. Each client is given a journal, and each caregiver writes in it daily.

“This allows the family to see what's being done and encourages open communication between all parties,” says Maltese.

In the event that a client has an emergency or even just needs a quick question answered, a TLC team member is accessible 24/7 by phone.

“Someone is always on-call and available to our clients to listen to them and meet their needs,” says Maltese. “Kelly and I even take turns being on-call one week each every month because it's important to us that we stay in the loop with our clients.”

The company's website is inviting and comprehensive, and you can read real testimonials from numerous clients over the years. TLC also publishes weekly, informative blogs and has a presence on Facebook.

TLC HomeCare Services also offers an innovative option. “We created The Care Card,™ which allows loved ones to purchase prepaid hours for services,” explains McCabe. “They can redeem the card for luxury services like meal prep, transportation or light house-keeping, or even companionship or personal care services.

“With the holidays coming up, it can be a great way to pamper your mom or other loved one without them feeling dependent. The Care Card™ can also be a kinder, gentler approach to introducing home care to an elderly loved one who might need a hand around the house but isn't comfortable acknowledging it.”■



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