

**PRIME
CARE**
community services



Award-winning home-care choices

“Your carers have been her lifeline and it was so reassuring to know they were there every day for her. May I congratulate you all, on the excellent care you provide”

Welcome to Prime Care's 2012 Newsletter

This fourth edition has taken on a different format and style and we hope you will like this new look. Whilst we are continuing to let you know about our care teams working in our seven areas along the south coast, we

are also including many examples of the care work they do 365 days a year. This is our 10TH anniversary and we are so pleased that our teams of care workers are going from strength to strength. On a daily basis

they provide care for people with a range of medical conditions, end of life care, and social needs. We are proud to say that since our last newsletter we have successfully doubled the number of our care workers

and service users too. From Bournemouth and Poole to Hastings, now and in the years to come, we will strive to continue to address both the needs and wishes of those living in our community.



Nicki Allen
Managing Director
Prime Care

BOURNEMOUTH & POOLE

HORNDEAN

WORTHING

BRIGHTON

SEAFORD

EASTBOURNE

HASTINGS

Family Thanks

"Fred, at 93, had spent the last 10 years caring for his wife at home with support from Prime Care rather than going to a care home. His wife's health declined rapidly. Unfortunately, Fred had a heart attack and on leaving hospital, required a small

package of care for himself. Sadly, his wife passed away and his health continued to decline, resulting in him needing additional care for himself. Fred looked forward to our visits as he looked upon the carers as his friends and enjoyed their company.

Fred passed away nine months later and we received sincere thanks from his family for the care we provided for their parents. In their own words... *We don't need care ourselves yet, but we know where to come when we do.*"

Michelle, Team Leader



The Bournemouth & Poole
Supervisory Team



Michelle Pola
Team Leader
Bournemouth & Poole

"Heartfelt thanks for all your support over the years. She's had excellent care and the cheerful faces coming through the door every day have kept us all going"

A satisfied client

We are growing

Bournemouth and Poole

WE HAVE EXTENDED our central Bournemouth area into North Bournemouth. We were also very pleased to win a new contract in Poole, providing a neighbouring operation for our Bournemouth team and complementing our Dorset work, particularly with complex care calls and work in dementia.

Hampshire

ANOTHER SUCCESSFUL BID resulted in us winning new contract areas with Hampshire County Council. We will now be working in the Havant, Waterlooville, Horndean, Clanfield and wider areas thus strengthening and expanding our original Portsmouth team throughout Hampshire. In a major move we have decided to relocate our office from the heart of Portsmouth into the beautiful and historic Merchistoun Hall in Horndean, near Waterlooville. From there we aim to recruit and train local staff to become care workers in their community looking after a variety of complex care needs for people of all ages living in their own homes.

Sitting service

WE HAVE STARTED TO OFFER a sitting service for all adult carers of vulnerable adults in Bournemouth. The support is available to give main carers a break using a voucher scheme offering low-cost home-based support, part-funded by Bournemouth Borough Council.

■ DORSET OFFICE

Streate Place, St Peter's Road,
Bournemouth, Dorset BH1 2LT
Phone: 01202 589968 Fax: 01202 316374
E-mail: bournemouth@primecare.uk.com





The Hampshire Supervisory Team



Naomi Hall
Project Leader
Hampshire

“Don’t worry if you live miles away from your family. This summer we were asked to escort an elderly man from Porchester, Hampshire to his grandson’s wedding in Brighton to ensure he would not miss this important family occasion”

Telephone call monitoring

WORKING IN PARTNERSHIP with a number of our local authority clients, Prime Care has over the last eighteen months introduced telephone monitoring of care calls in a number of our branches. This is a procedure for independently recording the beginning log-in and end log-out time of care calls. These calls are to a free-phone number, so there is no cost to our clients. Within a minute of the care worker logging in or out of a call the telephone monitoring system lets the branch office know.

Coping with Dementia

“Mrs A is an 85 year old lady who lives alone in extra-care housing. She has dementia and is visited twice a day by Prime Care, once in the morning and again at teatime. All the senior staff working with Mrs A have had advanced dementia training which enables them to support her to:

- Administer her medication, which is kept in a locked box to reduce the risk of error and ensure correct dosage
- Ensure she has a balanced diet and adequate fluids to maintain appropriate weight and minimise dehydration
- Remind and escort her to appointments, to the bank and to purchase shopping
- Help her to know when she is due to go to the day centre
- Support her to attend to personal hygiene and change her clothes to maintain dignity and comfort
- Carry out checks in the home environment to ensure all areas and appliances are safe.”

Naomi, Project Leader

This is an important facility, ensuring the safety of our clients, care workers and the quality of the full duration of the care supplied. The system alerts the branch teams to delays in a care worker reaching a telephone call, or if a care worker is delayed due to an emergency during a call. The branch team will then be able to contact the care worker, and can ensure everyone’s safety in an emergency.

Many thanks for everyone involved in implementing this change, which will help us communicate with our clients and care staff, ensuring that everything runs smoothly.



Merchistoun Hall

■ HAMPSHIRE OFFICE

Merchistoun Hall, 106 Portsmouth Road,
Horndean, Waterlooville, Hampshire PO8 9LJ
Phone: 02392 592012 Fax: 02392 596834
E-mail: hampshire@primecare.uk.com

Our recruitment partnerships

AT PRIME CARE WE ARE PLEASED to work with the Job Centre Plus and other employment providers such as Avanta, G4S, Working Links, A4E, Maximus, RBLI and CDG.

Together, we are working towards a common goal of offering people worthwhile and sustainable employment.



The Worthing Supervisory Team

“I have never worked with a company that is so orientated towards quality and professional training”

Investors in People
Review Report 2011



Hassan Sajid
Project Leader
Worthing

Working with the Job Centre Plus to source suitable applicants recently won us an award when Michael O’Neil from our Worthing office was voted ‘Recruit of the Year’ in the South of England, a great achievement for both Michael and Prime Care.

We work very hard with the employment advisors in each organisation to ensure they understand all of our requirements. Everyone has their own qualities that they bring to the job and we make the most of this by matching them to the best role to enhance their career.

We also work with local colleges and training providers to develop apprenticeship schemes. These are open to all, from age seventeen and above, whether they have just left education, have been working for years or are seeking a new career.

There are lots of benefits to the apprenticeship scheme, allowing apprentices to earn while they learn in a way best suited to them through both classroom-based learning and hands-on experience to achieve a Health & Social Care qualification.

■ **WORTHING OFFICE**
19 Liverpool Gardens, Worthing,
West Sussex BN11 1RY
Phone: 01903 823225 Fax: 01903 211049
E-mail: worthing@primecare.uk.com

Jobs online

IF YOU ARE SEEKING A CAREER as a Care Support Worker or are interested in our apprenticeship scheme, apply online at www.primcare.uk.com or contact Mike Allistone, Marketing & Recruitment Manager, at Prime Care’s Head Office on 01323 491975.

We have made our Criminal Records Bureau (CRB) Disclosure service even quicker. Your CRB can now be processed online which speeds up the time and takes only three days, allowing you to secure your job with us as early as possible. You are paid to attend our comprehensive training programme so no experience is necessary. We look forward to working with you!

Going for GOLD in 2012

Investors in People (IiP) have recommended that it is time for us to rise above our existing Silver award, believing that our staff strive to work at the top Gold level and deserve to be recognised as such. IiP has been the business performance framework that has shaped our company and driven our staff development and retention schemes. So we will be working hard to achieve our Gold status and become one of the first social care organisations in the country to be accredited at this level.



Managing Complex Care

“A friendly and gregarious lady, Mrs E is as independent as she can be, despite the fact that six months ago her needs changed greatly and became more complex.

Following a lengthy stay in hospital, she was weak, less mobile and more prone to confusion and she suffered from hallucinations, as witnessed by her regular carers and members of her family.

Encouragement to eat is a primary care objective with dementia sufferers, and there was added concern

about Mrs E’s further loss of appetite. Her family were not local and her son (often the first person she would call if feeling lost or confused) was based across the other side of the globe.

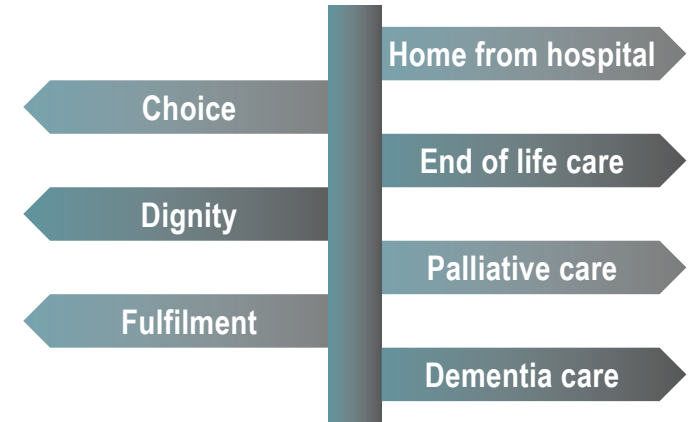
A team effort between Social Services, Prime Care and Mrs E’s family was required for a positive and meaningful outcome, so a meeting was organised the following week to deal with many of the issues.

Techniques to encourage eating were agreed between care workers and social care colleagues. Extra daily visits

were agreed and frequent day centre visits were also arranged with the aim of further encouraging Mrs E’s sociable nature (with the aim of limiting her desire to wander the neighbourhood looking for company).

Prime Care and Social Services agreed that increased care and regular visits to the day centre were vital. As a result, Mrs E’s family are able to enjoy increased peace of mind and above all Mrs E is now notably happier.”

Hassan, Project Leader, Worthing



“During the severe weather conditions and snow the staff have worked unbelievably hard to reach everyone and continue the service. This has made a massive difference to the lives of many vulnerable and elderly residents, by ensuring people got food and medicine”

Brighton & Hove City Council



The Brighton & Hove Supervisory Team



Christine Preece
Team Leader
Brighton & Hove

■ BRIGHTON OFFICE

Westergate Business Centre, Westergate Road,
Brighton, East Sussex BN2 4QN
Phone: 01273 600494 Fax: 01273 698637
E-mail: brighton@primecare.uk.com





The Seahaven Supervisory Team



Finola Castle
Team Leader
Seahaven

“You do an amazing job and do it cheerfully and efficiently. Your help and support makes such a difference”

Daughter of a client

WE'RE CELEBRATING A DECADE in our 'Seahaven' Head Office in Seaford. Prime Care was launched in 2002 in Seaford, Newhaven and Peacehaven from our Head Office. Many members of this team have been with us over these years and their dedication and commitment has helped us develop our award-winning approach to care across the whole company.

■ **SEAHAVEN OFFICE**
Talland Parade, High Street, Seaford,
East Sussex BN25 1PJ
Phone: 01323 491975 Fax: 01323 873245
E-mail: seahaven@primecare.uk.com

Sitting Service in Seahaven

“Mrs T is the main carer for her husband who has to have double-up care calls four times a day. Due to this, she has a sit call from one of our care workers twice a week which enables her to leave the house to enjoy her pursuits such as line dancing and aqua-swimming. This has become an important part of

their care as it supports the family to continue to pursue their hobbies and favourite pastimes. Mrs T has stated that having this service makes all the difference to her week and she feels comfortable in leaving her husband with his favourite regular care workers.”

Finola, Team Leader

Sitting Service

WE ALSO OFFER A SITTING SERVICE for the many people who at some stage in their life become carers for their loved ones. We are working with East Sussex County Council offering a carers' domiciliary respite service to provide practical help, personal care and emotional support to people in their own homes to enable carers to have a break from caring.

This service matches, as closely as possible, the routine care provided by the main carer and is fully planned and negotiated with the carer and cared-for person. We support anybody who now finds themselves fulfilling the role of a full time carer, who would value this assistance to enable them to have even just a couple of hours to themselves and the opportunity to lead fulfilling lives outside of the home.



e-learning

OUR END OF LIFE CARE e-learning training programme allows our care workers to complete certificated courses on a computer. This training is intended to complement and support a variety of learning experiences at work specifically focused on the social care role at the end of life. This advanced learning will ensure social care staff deliver the highest quality of personalised care planning support for people who are nearing the end of their life to enable them to live as well as they can, for as long as they can.



The Eastbourne Supervisory Team

End of Life Pathway

“A small team of care workers looked after Mrs T who was suffering with the last stages of Motor Neurone Disease. We cared for her mainly in bed; it was a complex call, as every day her care needs changed. We had moving and handling issues, as she felt she could do more than she actually could, which had to be dealt with on a

daily basis. Alongside this she wanted us to support her independence as much as we could. She was a lovely lady, with a great personality and was determined to stay at home until the end of her life. Unfortunately, her husband, who was her main carer, was also ill and very anxious to ensure that she had the best care, so we supported him

as much as we could too. She had really good days when she was in high spirits and where possible we encouraged this and sometimes had a good laugh with her. The saddest part for me, and our team, was coming to terms with her death, albeit peacefully in her own home.”

Mandy Richardson,
Senior Supervisor

WE HAVE A SUPPORTIVE and committed supervisory team, starting with our key workers who each look after a group of about five service users. Supporting the other supervisory team members, they also help mentor new care workers when they start working with us and it is fantastic to see how, under their guidance

and example, they grow and flourish in their new roles. Like all supervisory teams across Prime Care they support the allocating of work rotas, reviews with social workers and risk assessments for new clients. They are extremely dedicated and regularly go above and beyond the normal requirements of their job role.



Jhyenan Werla
Team Leader
Eastbourne



■ EASTBOURNE OFFICE

31 Hyde Gardens, Eastbourne,
East Sussex BN21 4PX
Phone: 01323 645592 Fax: 01323 416512
E-mail: eastbourne@primecare.uk.com

AND LAST, BUT NOT LEAST... Hastings is at the end of our coastline but has proven to be a fast-growing dynamic new team, extending our services to the Kent border.



The Hastings Supervisory Team



Rena Quail
Project Leader
Hastings

“I could not be more satisfied with your service. The standard of carers always seem to be high, all caring individuals, it’s wonderful to have their support”

A satisfied client

Supporting Young Adults

“After I was diagnosed with ME, I moved to Hastings thinking that the sea air would do me good. Living in a small flat in the attic of a large block, I had mould in three rooms and it was very cold in winter, and very warm in summer.

I contacted Adult Services and they said I could move into a new home. They introduced me to Prime Care who helped me find and move into a new flat.

Prime Care has been brilliant; they have really helped me, the carers have supported me in many

different ways - nothing is too much trouble. They are even helping me to eat well; now that I have a freezer they are going to help me plan meals and ensure that they are cooked and stored correctly. I go shopping with the carers, which is a great help.

However, they do not take over, they are supporting me with the washing, cleaning, personal care and general support, which is great because I still have my independence and can make my own choices.

The carers are very polite and flexible. They are very

understanding and know that I sometimes cannot get out of bed, but they will always support me to get out of bed, and if I cannot they will sit and let me talk. They gauge my mood due to my illness and know what to do.

If I have had fits the night before, they understand that I will be tired and they know how to respond to the way I feel. If you are really poorly you lose the will to do your hair and dress properly, but the carers seem to know this and this makes me feel better.”

**Samantha Kemp, Hastings client
(with her permission)**

HASTINGS OFFICE
Haig House, Station Road, Hastings,
East Sussex TN34 1NH
Phone: 01424 712783 Fax: 01424 201526
E-mail: hastings@primecare.uk.com

