

**Bruce Bender Verbal Testimony  
Owner, Home Instead Senior Care Franchises  
Joint Committee on Elder Affairs  
7/31/17 Hearing  
1PM State House Room A-2  
Re: Home Care Licensure Bills**

Good afternoon. I am Bruce Bender. My wife and I own two Home Instead Senior Care franchises with 140,000 seniors in our area. We opened 20 years ago and have about 200 clients and 250 CAREGivers.

We support appropriate licensing for our business and this part of the home care industry. As vendors, we want this sector to be safe and affordable. The needs of customers and families must be considered first. All providers, including individuals who offer themselves privately and individuals covered under a collective bargaining agreement should be covered. We should all meet baseline standards such as, insurance for worker and client, consumer rights, worker protection, complaint procedures, and payment of taxes.

The in home non-medical model differs from most of health care. We provide the longitudinal support and observation that the health system is trying to adopt. We are focused on the whole person, not tasks. We encourage clients to optimize their lives and get reengaged. Often something as simple and personal as having tea with a client is very important to them.

We also track their status and initiate alerts if a problem is starting to emerge.

We train our CAREGivers and support them with a robust staff. The quality of our service is derived from the system and teamwork, not medical task training.

We are entirely private pay. Our clients and their families pay out of their pockets and savings. Often they do this instead of relying on State and federal programs.

H.344 by Rep. Muratore, An Act Relative to consumer protection and home care services agencies is a good start and we support it.

We have many concerns with the other licensure bills before the committee; H2889, H341 and S. 364. My colleague Barney will discuss further.

I thank you for the opportunity to present to the Committee. I hope that we can all come to a reasonable set of baseline standards that protect consumers, workers, and agencies.