

Snydersville office brings health care home



ADAM RICHINS/Pocono Record
 From left, Jennifer Newland, operation manager; Carolyn Jones, president; Ed Jones, chief operating officer, of BrightStar in Snydersville.

New Snydersville office opens for all-purpose home health care

By WAYNE WITKOWSKI
 For the Pocono Record

Demand for home care continues to increase as life expectancy gets higher in medical organization estimates and the population increases.

One recent survey shows more people in this youngest generation will reach 100.

With many people preferring to remain at home rather than relocate to assisted living or nursing homes, the growing numbers need to have proper caretakers attending to their needs.

And it isn't only the older generation, but all age groups confined at home and restricted while recovering from surgery or serious illness or injury.

Husband and wife Ed and Carolyn Jones on Sept. 21 opened a BrightStar Healthcare office, part of a national

"I took care of my mother at home and know what it was like and wanted to do something to help the community like that."

CAROLYN JONES
 president, BrightStar
 Healthcare in Snydersville

network that provides home care and health care and staffing services on the property of Farino Pizzeria on Route 209 (2995 Hamilton East Road) in Stroudsburg. The office serves Monroe and Carbon counties.

"Ed retired and I was looking for a position where we could use our talents," said Carolyn Jones, an adjunct professor at Northampton Community College who teaches courses in geriatrics and psychology and is involved with the nursing program. An



ADAM RICHINS/Pocono Record

BrightStar Healthcare, a national chain, recently opened an office in Snydersville.

RNC, Carolyn has two master's from DeSales University in nursing and business administration. "I took care of my mother at home and know what it was like and wanted to do something to help the community like that."

They had considered eight nationally syndicated services but liked the community aspect that figured in BrightStar's mission statement while al-

lowing the individually owned offices to operate independently. The location was easy — down the road from where they live. And they answer the phone at (570) 223-2248 with questions and concerns beyond the 8:30 a.m. to 5 p.m. weekday office hours.

"There's no answering machine or answering service

From Page C10

here," said Carolyn.

The company is found online at www.brightstarcare.com; and many other Web sites for people who need help in home care, such as A Place for Mom, are referred to their company, said Ed.

It's a welcome relief for those in the "sandwich generation" who are raising children but also taking care of elderly parents or relatives at home.

Ed is the CEO and Carolyn the president of the local office while Jennifer Newland is operations manager. After 18 years of commuting to New York and northeast New Jersey, Ed retired recently as vice president of project management in Macy's Merchandising Group, a position he held since 1996. He also had executive positions

prior to that at Jamesway and Ames department stores and was a consultant from 1993 to 1996 with Take Good Care Inc., which develops business plans.

He also authored the book "You Developed It, Can Your Training Programs Survive the Reality Test." It offers practical solutions and methods investment companies make in training.

The Joneses are pursuing accreditation as Certified Senior Advisors.

BrightStar services include round-the-clock care, Alzheimer's disease and dementia care, live-in arrangements, nursing staffing, school nurses, personal services, nanny service, shopping and transportation services, infant care, sitting and companion service, light housekeeping/meal preparation and medical office and lab personnel.

The Joneses network for medical services after one of their two nurses, who also work at Columbia Presbyterian and Lehigh Valley Hospital, makes a home visit to assess what needs to be done and the expenses.

"We're actively recruiting all the time. We expect the number of clients to grow," said Ed, who makes sure all people recruited for services undergo three weeks of 50-state and FBI background checks.

"We also do a lot of work with kids," said Ed. "Not only with kids who are home recovering, but kids who need help at school to be monitored to be mainstreamed."

Along with home services, they also have provided dispatched flu shots for employees at large companies locally such as Home Depot and Lowe's and will be organizing one for FedEx over the next few days.