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For Immediate Release

THERE'S NO PLACE LIKE HOME HEALTH CARE: CELEBRATING 30 YEARS AT BARKSDALE HOME CARE SERVICES

Speed, Quality and Dependability are key to good service

There's no place like home health care says industry pioneer Rosa Barksdale, age 72, as her company **Barksdale Home Care Services Corp.** gets ready to celebrate its **30 year anniversary.** The Pelham-based Barksdale Home Care Services has become known as one of Westchester County's most respected home health care agencies, founded and operated by Rosa Barksdale, an African American woman and resident of New Rochelle, N.Y. for the past 49 years.

What started as a one-room operation with just one employee, has blossomed into a profitable home health care company with 248 part-time and full-time para-professionals, three field nurses, a Director of Nursing Education, an eight member Board of Quality Assurance and a Director of Client and Patient Services.

Barksdale is one of the first licensed home care agency services to subcontract with the Westchester County Department of Social Services to provide home care services for their clients, as well as licensure by the state of New York to provide in-home care.

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The company is located in a two-story building that it purchased in 1992 at 327 Fifth Avenue in Pelham, NY and also has branch facilities in White Plains and Riverdale that serve as recruiting offices for trained health care professionals. Barksdale also provides a training program that is approved by the Department of Health to certify new home health aides and personal care aides.

“Our 30th birthday is a time to celebrate the people who have worked with us from the beginning – some for two to three decades,” says Barksdale Home Care Services owner and CEO, Rosa Barksdale. “Integrity, knowledge, education and having a well trained staff that promotes our vision are the keys to our continued success.”

Rosa added that it is her company’s “instant” network of experienced, top quality aides that has been at the core of her company’s success. “Speed, quality and dependability are the three factors that are key to being successful in this business,” she said. “When someone calls us to request an aide, we can have one of our professionals on staff to them within the hour.”

“The long-term relationships we have with our staff guarantees our clients that they are always getting the best care there is,” she said.

As a divorcee, Rosa Barksdale faced many challenges and obstacles when first launching her business in 1982. Unable to get a bank loan, she cashed in a life insurance policy, served as her own health aide by day and then worked 12-hour night shifts as a nurse to start the business.

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Her varied career began as a nurse and then, Rosa became a high school drug abuse and health teacher at Paul Lawrence Dunbar Junior High School in the South Bronx. After, she sold hospital products for Abbott Laboratories and Cardiac Instrumentation for Gould Stratham Corporation. She later held a position at a home care agency that opened her eyes to the home care field, which she describes as “personally fulfilling.” Rosa then remarried and decided to use all her experience in the health care field to start her own business -- something she had long dreamed about. A month after the opening her company, Rosa secured Sound Shore Medical Center as her first client. Today, 30 years later, Barksdale contracts with over 20 prestigious health care vendor organizations and programs, as well as serves private clientele throughout Westchester County and areas of the Bronx.

Barksdale offers services for people of all ages. A significant portion of the business serves children with disabilities, hospice clients, people who have been hospitalized and the elderly. Home Health Aides perform basic nursing tasks and light housekeeping. The company also offers a companion service and a network of Spanish-speaking aides, which has added to the growth of its business.

She added, “Every client is important to us and we strive to create a feeling of trust, competence, warmth and care. Our clients know that they’re getting tried-and-true care – something we’ve been know for in our 30 years of service.”

Home care is a diverse and dynamic service industry that began in the U.S. in the 1880’s. Today, the U.S. home health care industry is comprised of over 20,000 service providers, a staggering increase from 1963, when only 1,100 home health care providers existed. Estimated annual

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revenue for these firms, taxable and tax-exempt combined, tops \$36 billion annually. Home health care firms deliver services to more than 7.6 million individuals, or roughly 2.8 percent of the U.S. population because of acute illness, long-term health conditions, permanent disability or terminal illness. Of all recipients, 68.6 percent are over the age of 65, and 62.3 percent are women. The industry grew by 13% each year between 2006-2008. In this era of aging Baby Boomers and with the cost of hospital and nursing home delivered healthcare skyrocketing, many new home health care companies are opening their doors nationwide with offers of a more cost-efficient and convenient alternative to hospital stays for the elderly, sick and disabled.

According to Rosa Barksdale: “There are many new agencies out there and finding the right one can be a daunting task, but common sense should tell you that an agency with a long history, a proven track record and references, as well as full accreditation is a sure bet. That common sense will lead you straight to our doors at Barksdale!”

About Barksdale Home Care Services Corp.

Celebrating its 30 year milestone, Barksdale Home Care Services Corp. is known as one of Westchester County’s *leading* home health care agencies and is the first African American-owned licensed home care agency to subcontract with the Westchester County Department of Social Services to provide home care services for their clients, as well as licensed by the state of New York to provide in-home care. The company is fully accredited by the Joint Commission, reflecting an organization’s commitment to high standards of performance.

Barksdale’s “instant” *response* network of experienced, top quality aides has been at the core of the company’s 30-year success. Barksdale offers a range of services for people of all ages. A significant portion of the business serves children with disabilities, along with people who have been hospitalized and the elderly. Nursing aides and home health aides perform basic nursing tasks and light housekeeping work. The company also offers a companion service and a network of Spanish-speaking aides, which has added to the growth of its business. For more information, call (914) 738-5600 or visit <http://www.barksdaleathome.com>.