

SPOTLIGHT ON

Dee Bustos, 40 Founder/CEO Care Indeed



Q: What motivated you to come to America to launch a home care provider business?

I was hesitant to move to the United States at first, yet I always wondered what it would be like to live in a foreign land. When I first moved here, I worked as a waitress for a few months and then as a live-in caregiver at a retirement community in Los Angeles. I started Care Indeed to prove something to myself. I am not one of those who immediately recognized their purpose.

Caregiving proved to be challenging at first. For ten months, I helped my client achieve a better quality of life—something close to what she used to enjoy. We developed a relationship that was filled with trust and appreciation. Caring for someone made me realize that someone's well-being could depend on me and that I could fulfill that role. This experience was profound. After

my client passed away, I joined my parents in Palo Alto, CA and worked as a case manager at a home care start-up. I was fortunate to have been trained by the best in the home care industry. I knew that I was ready for something bigger and that meant starting my own company.

Q: Running any business is daunting and challenging to say the least. Made more so by the recent new California state laws governing home care providers. How are you succeeding while others fail?

Care Indeed strictly complies with home care laws.

My caregiving experience enables me to know what it feels like to be a caregiver. As a nurse, I understand what a client needs. My work at the home care start-up gave me

an opportunity to learn the business, especially its operations. In a growing company, we think about growth, scalability and efficiency. Yes, those are very important but building authentic relationships with people is equally important. Our organization consists of people; it is people who support our growth. Sustainability will be compromised without authentic relationships with people.

Q: The Bay Area is one of the most expensive places to live in America. How are you able to attract workers (caregivers) when many can't afford to live in the area?

As they say, "Out of sight, out of mind." I have always utilized print and digital ads to get the word out about our need for caregivers. We have also tried TV ads. If you have been to one of our offices, you will notice that you can easily find us because of our signage.

We generate buzz for our company by becoming a member of various Chambers of Commerce, home health care organizations and professional affiliations.

Our employees have been our biggest source of referrals. We have taken advantage of word-of-mouth advertising in this regard.

Q: Apple recently introduced its latest "smart watch" which offers life-saving healthcare features and promises to help revolutionize the industry. How are you using technology in your business?

Yes, I see smart home devices that help seniors. At Care Indeed, we utilize Customer Relationship Management software to manage information—inbound or outbound. We recently partnered with a virtual reality

company that is transforming the way organizations train and develop their people. Our goal is to provide the most competent training possible.

Q: Your advice to women today on starting a business?

What motivates you to do something beyond monetary rewards? My goal is to offer our seniors an environment where they can age gracefully while living life fully.

Do something you are passionate about. As a home care provider, I am given the opportunity to allow both clients and caregivers to have quality of life; this opportunity has been one of my greatest joys in life.

I recently read *Good to Great* by Jim Collins. Put the right people on the bus. If you are in the business of caring, hire people who have a heart for service. They are the ones who can help you create a great story for your business.

Richard Branson said it best, "Take care of your employees and they will take care of your business." Last June, we got Great Place To Work certified and on September 27th, we received confirmation that we ranked second in the 2018 Fortune 50 Best Workplaces for Aging Services' At-Home-Care Category. This recognition could not have come at a better time...during our 8th anniversary.

Be kind. It is a habit that paves the way to a happy life. Doing good for others can also do good for you.

To learn more about Care Indeed, call 650.328.1001. careindeed.com.

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Need Home Care?

We're here to answer your questions and provide the care your loved one deserves.

Care Indeed was founded and is managed by nurses who've been caregivers too. We understand what our clients need and what our caregivers want: excellent care that can only come from competent training.



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