

Mooreville couple brings another caregiver option to community

BY JESSICA OSBORNE

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This year, the first wave of approximately 79 million baby boomers will turn 65 and become seniors. About 80 percent of seniors, meanwhile, have at least one chronic health condition that limits activity and requires some form of care giving.

This is where Mooreville husband and wife Cameron and Danielle Rose come in.

The owners and operators of BrightStar of Iredell/Rowan, have begun offering a full-service health care staffing agency for residents in the two counties. The agency specializes in providing nonmedical and skilled care homecare to private clients within their homes, as well as supplemental healthcare staff to corporate clients such as hospitals and nursing homes.

Not only will BrightStar, a Mooreville-based franchise of a nationwide organization, provide services to local residents in need, but it will help educate families on care giving and provide multiple levels of assistance from preemies to seniors. Clients will also get a nursing overview to determine a plan of care that will be tailored to the individuals care toward their specific needs.

Danielle said she personally understands the struggles families go through when having to provide care for a loved one. She is hearing impaired due to progressive hearing loss which resulted in her first cochlear implant 18 years ago and her second four years ago.

Along with providing care for her and her husband's

grandparents as they got older, Danielle formed a close understanding of how important it is to have someone around that you can trust in providing quality care during such a crucial time.

"Having worked with our own families on issues of care for elderly grandparents, we appreciate the challenges and difficulties involved with securing quality care for loved ones," they say in a brochure about the business.

Danielle's personal struggles didn't stop her 20 year career as a general physician pediatrics physician, though. In 2010, she and Cameron, who has 20 years of experience in the pharmaceutical industry, decided to switch their focus and open their own business where they could focus on senior care.

"I'd been in the corporate world for a long time and wanted to do something else," said Cameron. "It started to seem more about the numbers instead of people and I felt that (BrightStar) was going back to helping people and using those skills I'd developed over the years and it also provided the opportunity for us to work together."

Whether it is helping with feedings and meal preparation to daily care of a disabled loved one, the Roses say they want to provide the best care possible. "We want to have a quality assurance type of program and be a symbol of excellence," said Cameron.

BrightStar caregivers are all CNAs, CPR certified and have experience in care giving. They are also trained in dealing with Alzheimer's patients, aware-



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Cameron and Danielle Rose, owners of BrightStar of Iredell/Rowan, with their therapy dog, Ginger.

ness to problems such as abuse, identity theft, and things that elderly people are more susceptible to.

Danielle's therapy dog Ginger, will also be working with clients as the franchise grows. Along with being an excellent therapy dog, Ginger is an "Autism assistant dog." Danielle has worked extensively with autistic children in her medical practice and feels that Ginger will give them another place to focus.

"It helps with their social

skills," said Danielle "It's pretty interesting to see the interactions and the calming affect the dog can have on the children."

Danielle said BrightStar also will have a full-time physician and that there is a 24-hour backup physician or nurse in case of emergencies.

BrightStar of Iredell/Rowan offices are at 181 N. Main St., Suite 214. For more information, visit www.brightstarcare.com or call 704-230-2273.