

Transforming  
the **Care**  
of aging  
adults.

*Your Guide to  
Home Care Services*



Family &  
Nursing  
**Care**<sup>SM</sup>

*Since 1968*

**Family & Nursing Care Classic**

# Family & Nursing Care Classic Guide to Home Care Services

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# Welcome from Family & Nursing Care

Dear Friends,

Helping an aging family member or friend maintain their independence in the comfort of their home requires tender and compassionate care. Even with all the love in your heart, it can become emotionally and physically challenging to "do it all."

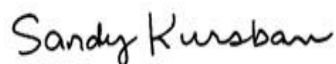
With this in mind, in 1968, Sandy Kursban founded Family & Nursing Care to find dedicated help for those who wish to remain independent, but cannot do so without assistance. Since 1968, we have specialized in helping families in the Washington, DC metropolitan area maintain a balanced lifestyle and have peace of mind by referring quality in-home Caregivers and providing a service you can depend on.

Family & Nursing Care has built a strong reputation for referring the highest quality home care nursing assistants and Nurses. Tens of thousands of families have turned to Family & Nursing Care in times of need. We also offer therapeutic massage and look forward to incorporating other wellness treatments into our home care services.

We are a family-owned and operated business, and we strive to make all our Clients feel like family, too. We are sensitive to the fact that home care is a very personal service. Our office staff consists of professionals who were selected for their integrity and their genuine interest in helping people. Our reputation for quality is based on the health care community's knowledge of the high standards that we uphold for all Caregivers we refer to you. If we are not exceeding your expectations, please call us to address any concerns you may have.

We are confident you will experience our commitment to quality as the foundation for all we do when serving your family's individual needs. Thank you for the opportunity to serve you. We look forward to assisting you and your family with your health care needs.

Warmest Regards,



Sandy Kursban  
Founder



*Founder Sandy Kursban and  
son Neal Kursban, President*



Neal Kursban  
President



# Family & Nursing Care Services

## Home Care

Since 1968, Family & Nursing Care has responded to families' home care needs when they need it. Family & Nursing Care offers two home care service options - **Classic and Select**.

Family & Nursing Care **Classic** refers rigorously-screened and highly-qualified independent contractor Caregivers to older adults in Suburban Maryland and Washington, DC. Services may include personal care, assistance with daily activities (bathing, dressing, toileting, continence care, feeding and transferring), meal preparation, light housekeeping and laundry, companionship and medication reminders (please see full list of Caregiver tasks on page 6 of the Guide). Caregivers are available for both long- and short-term care. Family & Nursing Care Classic also refers Licensed Practical Nurses (LPNs) and Registered Nurses (RNs) for more skilled medical needs.

Family & Nursing Care **Select** employs rigorously-screened and highly-qualified Certified Nursing Assistants (CNAs) and Certified Medication Technicians (CMTs) ("collectively Caregivers") to provide home care to older adults in Suburban Maryland and Washington, DC. Services may include personal care, assistance with daily activities ((bathing, dressing, toileting, continence care, feeding and transferring), medication supervision (CNA) or medication administration (CMT), meal preparation, light housekeeping and laundry, and companionship. The Company provides both long- and short-term care. A Registered Nurse conducts an initial assessment of the Client and develops a Plan of Care for the Caregivers to follow. The RN also provides regular supervision and oversight of the Caregivers.

### Hourly Care

Care is based on a minimum of four (4) consecutive hours on weekdays and six (6) consecutive hours on weekends, up to 24 hours per day, 7 days a week. Other arrangements are available in certain senior living communities.

Although Caregivers provide care on a temporary basis (respite care), our strength lies in our ability to find that ideal match between each Caregiver and Client on a consistent, ongoing basis.

### Live-in Care

We have found that live-in care is most successful when the following guidelines are followed:

- The Caregiver has 6-8 hours of uninterrupted sleep per night.
- The Caregiver has his/her own private bedroom.
- The Caregiver's meals are provided by the Client.

Occasionally, there may be a shortage of live-in Caregivers available to substitute for your regularly-scheduled live-in Caregiver if he or she needs to take some time off. Should this occur, the Client may fill in with hourly care. Those fill-in Caregivers would expect to be paid the hourly rate.

## **Certified Medication Technician (CMT) Program**

Family & Nursing Care Select Certified Medication Technicians (CMTs) are Certified Nursing Assistants (CNAs) with additional training and certification that will allow them to administer medications to Clients in the home setting. Clients in the CMT Program are served by Caregivers who are able to provide the personal care assistance needed in addition to the medication administration for a lower cost than a Nurse.

CMTs are supervised by a Registered Nurse who ensures the medication administration process is followed as ordered by the Client's Physician. The RN also observes the CMT administering the medication the first time it is given to ensure the aide is safely administering the medication. After that, the CMT is clear to administer medications independently. CMTs are available through Family & Nursing Care Select.

## **Skilled Services**

Sometimes a Client's needs are beyond the scope of what the Board of Nursing allows a Certified Nursing Assistant (CNA) or Certified Medication Technician (CMT) to do. Family & Nursing Care Classic refers RNs and LPNs who can assist with many skilled functions, including the following:

- Medication Administration
- Diabetes Management
- Tube Feeding
- Wound Care
- Injections
- Ostomy Care

## **Specialty Programs to avoid Hospital Readmission**

A major problem facing our healthcare system today is the frequency of hospital patients who are readmitted to the hospital, especially those readmitted within 30 days. Not only is this costly to Medicare and the healthcare system, but it is also expensive and stressful for patients and their families.

- 24.7% of Heart Failure patients will return to the hospital within 30 days
- 19.7% of Heart Attack patients will return to the hospital within 30 days
- 18.5% of Pneumonia patients will return to the hospital within 30 days<sup>1</sup>

The good news? According to the Medicare Payment Advisory Commission (MedPAC), an independent agency that advises Congress, 75% of these readmissions are preventable.

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<sup>1</sup> Hospitalcompare.hhs.gov

By addressing the main reasons that Heart Failure, Heart Attack, and Pneumonia patients are readmitted to the hospital, Family & Nursing Care Select can help keep your loved one safe and at home. We have developed specific programs to help:

- The Cardiac Care Program helps prevent Heart Failure patients from being readmitted to the hospital.
- The Heart Attack Care Program helps prevent Heart Attack patients from being readmitted to the hospital.
- The Pneumonia Care Program helps prevent Pneumonia patients from being readmitted to the hospital.

The Specialty Programs to avoid hospital readmission are a service of Family & Nursing Care Select. Family & Nursing Care Select has specially-trained Caregivers, who, working closely with our clinical Nurses, can help prevent return trips to the hospital by identifying and reporting red flag symptoms before they escalate to a crisis level. If your loved one has one of these conditions, please ask us about how one of our specialty programs might be right for you.

### **Transitions Program**

When possible, most Clients choose to remain in the comfort of their own homes. However, some move to one of the widely-available senior housing options, which often can be a difficult adjustment. Family & Nursing Care Classic can help make that transition smoother with our Transitions Program. The Caregivers we refer give their time and energy to help Clients orient to their new surroundings, becoming an instrumental part of a successful transition. Specifics of care are unique to the individual.

# Caregiver Task Sheet

Please check off the tasks that you would like a caregiver to provide

## Personal Care

- Bed Bath/Sponge Bath
- Tub/Shower
- Shampoo Hair
- Brush/Comb Hair
- Brushing Teeth
- Shave
- Apply Make Up
- Nail Care/Clean and File
- Skin Care/Apply Non-medicated Lotion to Dry Areas
- Assist with Getting Dressed
- Vital Signs
- Medication Reminder\*

## Toileting

- Assist to Bathroom
- Assist to Bedside Commode
- Assist Urinal/Bedpan
- Incontinence Care
- Empty Colostomy/Catheter Bag\*\*

## Companionship

- Take for a Walk
- Shopping/Errands
- Accompany to Appointments
- Provide Transportation\*\*\*

## Mobility

- Assist with Walking (ambulatory)
- Turn Position in Bed (bedridden)
- Transfer/Bed/Chair (wheelchair)
- Assist with Home Exercises
- Range of Motion Exercises

## Nutrition

- Prepare Meals/Snacks
- Assist with Feeding
- Feeding
- Encourage Fluids
- Restrict Fluids

## Support Services

- Client's Laundry
- Clean Kitchen/Dishes
- Take Out Trash
- Maintain Bathroom Cleanliness
- Maintain Bedroom/Vacuum/Dust
- Oxygen Turned On/Off Only
- Maintain Living Area/Vacuum/Dust
- Make Bed/Change Bed Linens

\*After medicines are set up/dispensed by an RN or family member

\*\*Board of Nursing regulations preclude caregivers from assisting with any other elements of colostomy or catheter care.

\*\*\*Caregiver is customarily reimbursed at current IRS rate.

MD: 301.588.8200 • DC: 202.628.5300 • [familynursingcare.com](http://familynursingcare.com)  
MD DHMH NRSA Lic. 070605 / RSA Lic. R2519



**Family &  
Nursing  
Care**  
*Since 1968*

# Therapeutic Massage

Family & Nursing Care offers 60-minute therapeutic massage sessions from licensed massage therapists in the privacy and comfort of your home.

As the physical, mental, and emotional benefits of therapeutic massage become more widely known, eldercare professionals, Clients, and adult children of Clients are recognizing therapeutic massage as an important complementary therapy to enable older adults to extend the vitality and quality of their lives. We know - we have seen it work! We know the good it does.

There are benefits of massage at any age. Therapeutic massage can increase mental and physical relaxation, improve circulation, relieve pain, accelerate healing from injury and illness, and improve sleep quality. In addition, when performed by our trained massage therapists, it can provide symptomatic relief from many common conditions that occur with age such as arthritis, chronic back pain, fibromyalgia, Parkinson's disease, diabetes, cancer, stroke, and Alzheimer's disease. To learn more about our therapeutic massage services, please call us at 301-588-8200.

## Our Massage Therapists

We only hire Licensed Massage Therapists. Having this distinction allows them to practice in health care facilities such as nursing homes, hospitals, and doctor's offices, unlike registered massage practitioners who can only practice in a private business, health club, or spa. Our massage therapists are also specially trained and experienced in working with older adults and have the ability to modify their standard massage techniques to suit your particular needs. Like home care, matching the right massage therapist to the right person and situation is what we do!

## Screening Process:

Our massage therapists are distinguished in their field. To be considered, each therapist must meet strict requirements, pass a thorough personal interview and rigorous background check, be approved by our Vice President, and attend a comprehensive orientation.

## Requirements:

- Current licensure as a "Licensed Massage Therapist" in Maryland and/or Washington, D.C.
- Minimum five years' experience as a massage therapist
- Graduate of an accredited massage school
- Pass a national certification examination
- Current TB and Hepatitis B clearance
- Current CPR certification
- Criminal background and credit history check
- Board of Massage Therapy disciplinary action check
- Reference check with every employer in the past five years
- Reference check with at least two older adult Clients
- Training from Daybreak Geriatric Massage, Comfort Touch, or other qualified massage training for older adults, OR at least one of the following:
  - Oncology massage,
  - Hospice massage,
  - Three years' massage experience working with older adults
  - Three years' experience working as another type of licensed health care professional (physician, Nurse, chiropractor, physical or occupational therapist)



## Wellness Education

At Family & Nursing Care, we strive to be a wellness resource to the community by providing programs, support, and information that benefits those seeking care as well as those providing care. As part of Family & Nursing Care's ongoing community outreach efforts, we are proud to offer a series of Wellness Workshops. The following presentations are free of charge, and can be offered at your business, community or civic organization, or place of worship.

In addition, if there is a topic about which you are interested in learning and you do not see on our list, please contact us at 301-588-8200 and we have an expert on that topic for you. Current topics include:

- The Benefits of Massage in Older Adults
- Better Brain Health
- Caring for a Loved One/Caring for Yourself
- Clear the Clutter
- Difficult Conversations: Effective Communication and Decision-Making with Your Loved Ones
- Ensuring the Safety of People Who Have Alzheimer's (*In partnership with the Alzheimer's Association@ National Capital Area Chapter*)
- The Five Habits of Younger Feeling People
- The Hidden Treasures in Your Jewelry Box
- In Case of Emergency: Who's Got Your Back?
- Increase Your Organization, Increase Your Productivity
- Know the 10 Warning Signs: Early Detection Matters (*In partnership with the Alzheimer's Association@ National Capital Area Chapter*)
- The Mind and Body Benefits of Making Art
- Protect Your Legacy, Protect Your Assets
- Sleep and the Circle of Life
- Smart Planning for the Long Term
- Stay Safe, Stay Independent
- You Are What You Eat



# Caregivers

## Screening Process

Family & Nursing Care recruits Caregivers with diverse skills. We select only the best female and male Caregivers, ensuring they are compassionate, reliable, and trustworthy. We look for Caregivers who have the extra quality of genuine caring and an inherent love for people. As the consumer directing your loved one's care, you may accept or decline a Caregiver at any time. Caregivers are selected through a rigorous screening and evaluation process that includes:

- Competency Examination
- Face-to-face interviews
- Thorough evaluation of practical and interpersonal skills
- Thorough reference checks from previous employers
- Welcome Introductory Business Meeting

## Requirements

- Two years' hands-on experience within the last three years
- State nursing certification or training certificate
- Complete work history from the last five years
- Proof of eligibility to work in the United States
- Picture ID
- Social Security Card
- Current TB Clearance
- Hepatitis B Screening
- CPR Certification
- Criminal Background check
- Credit History check
- Board of Nursing disciplinary action check
- Professional Liability Insurance

Throughout the company's history, Family and Nursing Care's Executive Leadership Team has been directly involved with the selection of each Caregiver. Our rigorous screening process pays off. In an industry of high turnover, more than half of the Caregivers have been on our registry for five years or more.

In addition to the strict requirements above, Nurses (LPNs and RNs) referred by Family & Nursing Care Classic must also have a current LPN or RN license.

## Independent Contractors

Family & Nursing Care Classic operates under the Consumer-Directed Model of Care and all of the Caregivers and Nurses we refer are self-employed independent contractors. As a result, certain advantages are passed on to you, the consumer, including lower cost, control over the care decisions, greater continuity of care, and a stronger relationship between you and the Caregiver. As independent contractors, the Caregivers also receive certain advantages, including the ability to negotiate rates and choose the home care cases that suit their preferences.

### **Licensed and Bonded**

Family & Nursing Care Classic is licensed by the Maryland Department of Mental Health & Hygiene as a Nursing Referral Service Agency (NRSA), License 070605. We are not a Medicare Home Health Agency. All Caregivers referred are bonded by the Company.

### **Valuables and Safety Guidelines**

- (i) **Cash, checks and/or credit cards.** Client should not give Caregivers their cash, checks, or credit card(s) except to make a purchase for Client (e.g. grocery shopping) and Client should obtain receipt for proof of purchase. Client should not advance any money to Caregivers.
- (ii) **Jewelry, Valuables and Heirlooms.** Client is advised to make sure all valuables are moved to a safe and secure area (e.g., safe, safety deposit box, family member's home). Even though Family & Nursing Care Classic rigorously screens all of the Caregivers, it is still advisable to remove any valuables. Family & Nursing Care Classic is not responsible for the loss of any items.
- (iii) **Weapons and Ammunition.** Client is advised to remove from the premises any weapons (e.g., guns) and ammunition or move them to a safe and securely-locked place.

# Working for You

## **Client Services Manager**

Client Services Managers serve as your primary point of contact for all your home care needs. Your Client Services Manager will communicate with you, your family, and any professionals involved, and make home visits to you as well. You can share with your CSM topics such as schedule changes, whether the Caregivers are exceeding your expectations, concerns, compliments, and questions...whatever you need.

## **On-Call Services**

Our On-call Coordinating Manager handles all calls after business hours. We are committed to returning calls within 20 minutes and addressing your needs promptly. Our on-call staff will also help coordinate any changes requested. We are available 24 hours a day, 7 days a week - we never close.

## **Consumer Relations**

We believe in establishing long-term relationships. If you have any concerns, questions, or feedback about our services, we encourage you to contact our Consumer Relations Team. We will promptly address any issues and work with you in deciding the best course of action.

While being serviced by Family & Nursing Care, you and/or your family will receive a customer satisfaction questionnaire. We encourage you to take a few moments to fill out the questionnaire so we can be assured that we are meeting and hopefully exceeding your expectations.

## **Flexibility of Service**

Our goal is to refer exceptional Caregivers. In this Consumer-Directed model of care, the Client/family selects the number of hours per day and the number of days per week to receive home care. Realizing that situations change, you may increase or decrease the number of hours per day or the number of days per week. If you are not sure about your care needs, one of our professional intake staff can assist you in determining what is best for you. No contract or up-front deposit is required.

## **Replacement/Emergency Back-Up**

If your regular Caregiver is unable to come as scheduled, we will make every effort to find a Caregiver for Client as requested.

## **Hours of Operation**

Regular office hours are Monday through Friday from 8:00am to 5:00pm. However, we are available 24 hours a day, 7 days a week.

## Service Area

Caregivers can be referred to Clients who reside in the following areas:

- Montgomery County, MD
- Prince George's County, MD
- Howard County, MD
- Frederick County, MD
- Washington, DC

We refer Caregivers for one-on-one care in a variety of settings, including:

- Private Homes
- Independent Retirement Communities
- Assisted Living Facilities
- Hospitals
- Long Term Care Facilities (Nursing Homes)
- Rehabilitation/Sub-Acute Centers

# Payment Procedures

## Payment for Service

Caregiver fees are very straightforward - either an hourly or live-in rate. The Caregiver will invoice you, and you make payment directly to the Caregiver (not to Family & Nursing Care) on the last day of each week the Caregiver works. We strongly recommend that a responsible family member, guardian, etc., make all payments to Caregivers, and that such individual exercise appropriate diligence and prudence in all financial dealings with Caregivers.

Family & Nursing Care Classic's week begins on Monday and ends on Sunday. Payment is typically accepted by Caregivers in one of the following ways:

- Cash
- Check (personal or business)
- Money order
- Traveler's check

At the time of payment, the Caregiver will submit a carbon copy invoice outlining the dates, days of the week, and total hours worked. The invoice should be reviewed closely for accuracy and signed by both you and the Caregiver. You retain the white copy for your records and return the yellow and pink copies to the Caregiver along with payment. The Caregiver will forward the yellow copy to our office and keep the pink copy for their records.

## Caregiver Contractual Relationship with Family & Nursing Care

All Caregivers have a contract with Family & Nursing Care in which they agree to pay Family & Nursing Care a referral fee based on hours worked for Clients referred by Family & Nursing Care. Further, as stated in the contract between the Caregiver and Family & Nursing Care, the Caregiver agrees that if he or she accepts any work opportunity to provide home care directly from a Client, including the Client's family or representative, who was initially referred to them by Family & Nursing Care, the Caregiver owes the company a finder's fee of \$5,000.

## Holiday Rates

It is customary that on the holidays listed below, Caregivers are paid at the rate of time and a half from 12:00 am to 11:59 pm unless otherwise noted. For example, the Thanksgiving holiday rate would be effective Thursday at 12:00 am through 11:59 pm.

- New Year's Eve (Beginning at 3pm) \*\*
- New Year's Day
- Easter Sunday
- Mother's Day
- Memorial Day
- July 4th
- Labor Day
- Thanksgiving Day
- Christmas Eve (Beginning at 3pm) \*\*
- Christmas Day

\*\*Live-in rates on Christmas Eve and New Year's Eve are customarily time and a half for the entire day. Please call your Client Services Manager if you do not wish to have care provided on any of these holidays.

### **Use of Vehicles**

Should a Client require a Caregiver to drive a motor vehicle for errands, appointments, etc., any such driving arrangements are exclusively between the Client and the Caregiver. Since driver's license verification and driver's insurance verification are not part of our credentialing/screening process, the Client assumes all risks associated with the Caregiver's operation of a motor vehicle. Also, it is customary for Caregivers to be reimbursed for mileage, often at the current IRS rate. The Caregiver will include any mileage fees on the Caregiver invoice.

### **Cancellation Policy**

In the event that a cancellation is necessary, please call your Client Services Manager to notify us of the cancellation. Family & Nursing Care will notify the Caregiver of the cancellation. If a Client does not call to cancel in a reasonable time frame and the Caregiver arrives at the Client's residence, Caregivers typically expect to be paid a 4-hour minimum fee.

### **Long-Term Care Insurance**

The care provided by Caregivers referred by Family & Nursing Care is not eligible for reimbursement from Medicare, Medicaid, or general health insurance. However, most Long-Term Care (LTC) insurance policies reimburse their policyholders for home care.

Clients with LTC insurance are still responsible for paying the Caregivers directly each week. It is also the Client's responsibility to submit the necessary paperwork required by the insurance company in order to process the claim. Virtually all policies have a maximum dollar amount they will reimburse. This does not preclude the Client from receiving more care. However, Client would be responsible to pay out-of-pocket for care over and beyond what the policy covers.

*Family & Nursing Care cannot guarantee reimbursement from a Client's LTC policy.* There are general provisions, exclusions and/or certain criteria that need to be met in order to determine what benefits, if any, are payable/reimbursable to the policyholder. If you are unclear about what your policy does or does not cover, we encourage you to call us. We can often resolve issues by participating in a conference call with you and your LTC insurance company so that everyone is clear about the benefits eligible for Client reimbursement.

*Please note:* Based on our many years of working with LTC insurance companies, we strongly suggest that you ensure the Caregivers maintain daily progress notes beginning on the first day of care. These notes are usually requested by LTC insurance companies in addition to the general paperwork necessary for them to process the claim. We suggest that you review these notes regularly to ensure their accuracy and completion.

If you would prefer that Family & Nursing Care take care of the LTC insurance billing and paperwork, you may be interested in Family & Nursing Care Select. Please call us at 301-588-8200 to learn more.

## Feedback / Who to Call

### **Family & Nursing Care Complaints & Feedback Contacts**

We believe in establishing long-term relationships. Our goal is to meet your expectations by referring Caregivers who provide exceptional private duty care. However, we realize there may be times you have a question, concern, complaint or feedback to share. We will promptly address any issues and work with you in deciding the best course of action. Here is a list of individuals to contact at Family & Nursing Care:

- Your Client Services Manager
- Barbara Krause, Consumer Relations Director
- Jeff Zukerman, Vice President, Client Services
- Neal Kursban, President

MD: 301-588-8200

DC: 202-628-5300

### **Maryland Nursing Referral Service Agency Hotline - Office of Health Care Quality**

In accordance with Maryland State regulations, the Department of Mental Health and Hygiene's Office of Health Care Quality has established a complaint hotline. The purpose of the hotline is:

- To receive complaints about care provided by a Caregiver referred by nursing referral service agencies.
- To answer questions about nursing referral service agencies.
- To lodge complaints concerning the implementation of advance directives.

The Office of Health Care Quality may be reached Monday through Friday from 8:30 am to 5:00 pm at 410-402-8040. The hotline is also available 24 hours per day, 7 days per week at 1-800-492-6005.

Written complaints may be submitted to:

Barbara Fagan  
Office of Health Care Quality  
Bland Bryant Building  
Spring Grove Hospital Center  
55 Wade Avenue, Catonsville, MD 21228

### **District of Columbia Department of Consumer and Regulatory Affairs**

District of Columbia Department of Consumer and Regulatory Affairs  
941 North Capitol Street, NE  
Washington, DC 20002

The Department of Consumer and Regulatory Affairs is open 8:30 am to 4:15 pm, Monday through Friday. They can be reached at 202-442-4400.



# About Us

## **Shared Vision**

To be the premier provider of in-home services for older adults, dedicated to and recognized for our passion and commitment to serve, help, and enhance the quality of life and well-being of others.

## **Guiding Principles**

- 1 Recognize that exceptional quality and dedication of our employees and the referred Caregivers are the backbone of the company and are essential to the realization of the shared vision.
- 2 Refer sensitive and exceptional Caregivers and Nurses and massage therapists who will consistently exceed our customers' expectations.
- 3 Refer only those Caregivers, Nurses and massage therapists who are honest and ethical, who assume personal responsibility for their actions, and who commit to providing consistent quality care.
- 4 Contribute to the community through our support, time, and donations.
- 5 Promote a cohesive, supportive, trusting and professional work environment where everyone feels valued and rewarded for their contributions, loyalty, commitment, and team spirit.
- 6 Respect and value one another as unique individuals and commit to cooperative, effective, open and honest communication.
- 7 Foster an empowering environment that promotes growth, development, advancement opportunities and continuous learning.
- 8 Commit to continual improvement of internal processes and systems to facilitate smooth, eco-friendly, efficient, timely and accurate work.
- 9 Ensure financial stability, continued growth, and success by being fiscally prudent and responsible.
- 10 Honor our elders for their wisdom, life experiences, and their contributions to society while treating them with the utmost dignity and respect.

## Company History

Family & Nursing Care was founded in 1968 by Sandy Kursban. It was her close relationship with her grandparents growing up that inspired Sandy to dedicate her life's work to promoting the well-being of aging adults. Her vision was to give people the option of aging in place in their homes by having the support of experienced Caregivers who could assist with activities of daily life, allowing them to live active, vibrant lives.

If you know anything about Sandy, than it is not a surprise that her idea has grown into the most respected provider of home care services in the Washington, DC region. Family & Nursing Care has not wavered one iota from the values that were put in place all those years ago. We are 100% dedicated and devoted to delivering compassionate, progressive, and reliable home care services. And, we continue to seek out new ways to round out our circle of care.

Today, Sandy's son and daughter help run the company. Neal Kursban is President of Family & Nursing Care. Mindy Kursban is both the company attorney and the Vice President of our therapeutic massage services. What's more, we are a family in ways that go beyond our own family tree. We are a close-knit group of people, many of whom have worked together for years and years. So when it comes to understanding what aging adults and their adult children are going through, we not only have industry experience, we also have personal experience.

If you sit with Sandy Kursban, one thing you'll notice about her is that she always strives to evolve and advance the company. That passion for growth and change is shared by all of us at Family & Nursing Care. We use our extensive experience in caring for the aging as a foundation for looking ahead to what is next. Sandy revolutionized the industry and, in many ways, invented the industry nearly a half century ago. Today, we are a leader in exploring new ways to provide care, companionship, and fulfillment to our Clients. They are changing and evolving, so are we.

## Timeline

- 1968: Family & Nursing Care is started by Sandy Kursban.
- 1974: Sandy becomes a charter member of the Montgomery County Provider Council, which grew into the organization now known as Grass Roots Organization for the Well-being of Seniors (GROWS).
- 1977-1981: Sandy is appointed by the Montgomery County Executive to serve on the Montgomery County Coordinating Council on Home Care.
- 1980's:
  - Sandy serves as Chairperson of the Montgomery County Retired Senior Volunteer Program Advisory Board.
  - Sandy is a key member of the Montgomery County task force to help develop a five-year plan for long-term care for the frail elderly.
  - Family & Nursing Care sponsors a groundbreaking symposium on the "Isolated Elderly" held at the old Armory in downtown Silver Spring, with more than 250 attendees.

- 1990's:
  - Family & Nursing Care provides initial funding for the Montgomery County Senior Network News.
  - Family & Nursing Care pioneers the largest Senior Celebration in Montgomery County history in honor of the County's senior community.
  - Family & Nursing Care sponsors an educational symposium for providers of senior services with special guest, Betty Friedan.
  - Family & Nursing Care provides start-up funding for the publication of the Montgomery County Senior Resource Guide with the Senior Beacon and the Division of Elder Affairs.
  - Sandy's son, Neal Kursban, joins the company.
  - Family & Nursing Care sponsors Law Day with Holiday Park Senior Center; sponsors the Computer Lab at Holiday Park Senior Center.
  - Sandy serves as Chairperson of the Montgomery County Vital Aging Committee.
  
- 2001: Family & Nursing Care donates \$10,000 to ASSISST to help with transportation for senior needs in Montgomery County.
  
- 2007:
  - Family & Nursing Care offers another choice for home care services using an employee-based model (Family & Nursing Care Select).
  - Sandy's daughter, Mindy Kursban, joins the company.
  
- 2008:
  - The Family & Nursing Care Foundation is formed. We have always been a company committed to giving back to the community and annually donate between 5-10% of profits to the Foundation. As a fund of the Community Foundation for Montgomery County, the Family & Nursing Care Foundation is dedicated to two central goals: to support community organizations that provide home care to low-income seniors and to support training programs for aspiring Caregivers.
  - Sandy is honored as a "Bravo! Woman Business Achievement Award Winner".
  - Family & Nursing Care recognized as a Top Maryland Business by the Gazette of Politics & Business.
  - Neal Kursban becomes President of the company. Sandy Kursban becomes Chair.
  
- 2009:
  - Sandy's commitment to the senior community is celebrated and she receives an award at the third annual Leadership in Aging Gala, presented by Seabury Resources for the Aging.
  
- 2010:
  - Family & Nursing Care Select's Clinical Director, wins 'Community Health Professional Achievement' Award from the Maryland National Capital Homecare Association (MNCHA), a well-established trade association for the home care sector in Maryland and Washington, DC.
  - The Family & Nursing Care Foundation issues its first two grants, totaling \$30,000, to Community Ministries of Rockville and HomeCare Partners.

- Family & Nursing Care is awarded the ‘Outstanding Achievement in Recycling’ Award, presented by the Montgomery County Department of Environmental Protection, Division of Solid Waste Services, for its office recycling program.
- 2011:
  - Family & Nursing Care begins offering Therapeutic Massage services.
  - Family & Nursing Care and Montgomery County partner to produce The Village Blueprint, a guide to help seniors age in place.
  - The Family & Nursing Care Foundation issues its second two grants, totaling \$30,000, to Community Ministries of Rockville and HomeCare Partners.
  - Family & Nursing Care partners with Encore Creativity for Older Adults to Sponsor Chorale Concerts.
  - Sandy is recognized as a true example of someone who expands the world of possibilities for aging and is awarded the ‘Celebrate Age’ honor by LeadingAge.
  - Neal, Mindy, and Mitch Markowitz, Vice President, Business Development, share their expertise by presenting two seminars at the National Private Duty Home Care Conference.
  - Mitch presents at National Council on Aging/American Society on Aging conference.
  - Mindy and Mitch present about the benefits of therapeutic massage at the Lifespan Annual Conference.
- 2012:
  - Neal leads national webinar about private duty home care options.
  - The Family & Nursing Care Foundation issues its third set of grants, totaling \$30,000, to Community Ministries of Rockville and HomeCare Partners.
- 2013:
  - Family & Nursing Care chosen as ‘Best Home Nursing Service’ by Bethesda Magazine.
  - Family & Nursing Care is charter member of Community Profits Montgomery, a group of local businesses dedicated to donating part of their annual profits to charity.
  - Neal and Mindy present at Private Duty Home Care Association’s national conference.
  - Family & Nursing Care commended for its green efforts and is awarded the Outstanding Achievement in Recycling Award by Montgomery County.

## Family & Nursing Care's Green Initiatives

Family & Nursing Care believes that we all can contribute to protecting the environment through good stewardship practices. In order to be responsible stewards, the Company has implemented the following initiatives and encourages all employees to take additional actions as they see fit:

- **Recycle:** We recycle glass, aluminum, used paper, office paper, cardboard, select plastic, plastic bags, and metals.
- **Reuse and Reduce:** We provide reusable containers in the kitchen for employees to use for leftovers instead of plastic wrap, aluminum foil, or baggies. Employees are encouraged to reduce their use of plastic or paper grocery and restaurant carry-out bags by using reusable cloth/fabric bags instead.
- **Use Reusable and Recycled Products when Feasible:** We provide reusable kitchen supplies (glasses, plates, silverware, etc.) and purchase paper goods made from post-consumer waste when feasible (copy paper, marketing materials, napkins, paper towels, etc.)
- **Buy ENERGY STAR® Equipment:** We buy ENERGY STAR® rated equipment when available.
- **Power Down Equipment:** We encourage employees to shut off or place in energy saving mode at the end of the day all computers and devices to reduce the use of electricity.
- **Print Double-Sided/Front and Back:** Our printer and copiers are programmed to duplex. When existing copiers need to be replaced, it is Company policy that all new copiers and printers come equipped with the duplex printing feature.
- **Go Paperless:** We use online communications and digital documentation as much as possible and encourage employees to reduce their paper consumption.
- **Use Recyclable Print Cartridges:** When possible, we use recyclable and/or remanufactured toner cartridges and take used ones to a recycling center.
- **Recycle Computers and Electronics:** We recycle computers and other electronics and their accessories.
- **Reduce Junk Mail:** We encourage employees to stop unwanted mail such as solicitations, catalogs, credit card offers, etc.
- **Motion-controlled lights:** Most of the lights in our office are motion controlled to save energy.
- **Energy Efficient Lighting:** We use energy-efficient light bulbs where possible.
- **Non-toxic Personal Care/Cleaning Products:** We supply non-toxic, cruelty-free personal care products and cleaning products for general office use.
- **Pass Green Along:** We send weekly Green Tips to educate our staff about how each of us can reduce our footprint.
- **Buy from Eco-Friendly Companies:** We purchase goods and services from eco-friendly companies at every opportunity.



# Family & Nursing Care Foundation

According to AARP, nearly 90% of people over age 65 want to stay in their home as long as possible, and four of five in that age bracket believe their current home is where they will always live.

However, for most aging adults living on a fixed, low income, this dream cannot become a reality because of a lack of affordable services.

Enter the Family & Nursing Care Foundation, which is assisting organizations that are focused on serving this population.

## **Answering a need.**

Started in 2008 to celebrate Family & Nursing Care's 40<sup>th</sup> Anniversary, the Family & Nursing Care Foundation, a fund of the Community Foundation for Montgomery County, supports community organizations that provide low-income aging adults with the dedicated home care they need to remain in the safety and comfort of their own homes.

The Foundation issued its first \$30,000 in grants in 2010, and has issued \$30,000 each year since. The impact has been significant, just last year:

- 5,800+ hours of comprehensive home care services
- 75 low-income seniors remaining in their homes

## **Make a difference.**

As we all know, the population of aging adults will be steadily growing over the next decades. There has never been a more important time to join with Sandy than right now. Both businesses and individuals can partner with the Foundation.

If you are an individual and feel inspired to make a difference in your community, please consider making a tax-deductible contribution to the Family & Nursing Care Foundation. Also, consider making a contribution as a memorial gift honoring a loved one.

If you are part of a business that gives back, please consider partnering with the Family & Nursing Care Foundation. In addition to direct donations, we have several mutually-beneficial, creative ideas about how we can work together to help low-income older adults remain in their homes.

Mail your contribution to:  
Family & Nursing Care Foundation  
962 Wayne Avenue, Suite 500  
Silver Spring, MD 20910

Please make your check payable to the "Family & Nursing Care Foundation"

Give us a call at 301-588-8200 to talk further. We invite you to join with Sandy and help to make a difference.



**Care comes full circle.**

**Family & Nursing Care**

962 Wayne Ave., Suite 500  
Silver Spring, Maryland 20910

Maryland: 301.588.8200  
DC: 202.628.5300

**[familynursingcare.com](http://familynursingcare.com)**

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