



## Podcast Transcript

September 27, 2029

Welcome to Continenence Chat!

We appreciate your continued support. Today, I'm joined by two wonderful guests, **Kira** and **Edwin**, who have been trusted advisors with HOME CARE RESOURCE in California for many years. **Kira** and **Edwin**, could you start by sharing a bit about your company background and how you support the home care agency industry?

**Edwin:** Good morning! Thank you for having us, Deanna. Kira and I have been working in home care as resources, consultants, and coaches for over ten years. I started our company in 2012 to provide resources for home care organizations that offer caregivers. In 2015, when licensing became a requirement in California, Kira and I teamed up after meeting at a networking event. Our mission is to help home care agencies nationwide get licensed and develop their business and products. We see a great opportunity in the continence market, helping people stay fresh and dry at home with quality continence care products. Once we discovered Seni, we were convinced that these products truly make a difference in people's lives. Over the past couple of years, as we've promoted Seni products in home care and assisted living communities, the demand and value have continuously grown. We're proud supporters of Seni.

**Kira:** I'd like to add that we both bring decades of experience to the table. I have over 20 years in non-medical residential care, running assisted living and dementia care programs. Edwin has over 30 years of experience in home health, hospice, and hospital markets. This extensive background gives us a deep understanding of the needs of dependent adults and elders, especially when it comes to continence care. We strongly believe that the quality of these products significantly impacts an adult's quality of life. There is a clear difference between inferior products and high-quality ones, and this affects whether individuals can enjoy life outside of their homes.

**Deanna:** I appreciate that, and it's interesting to reflect on how we initially met. I believe it was several years ago at a Visiting Angels conference where one of your clients recommended that I meet you both. I had no idea that there were companies that assisted home care agency owners in keeping their clients aging in place longer, healthier, and happier. You provide valuable guidance to help them navigate these challenges.

**Kira:** Exactly. We believe that home care is essential for helping people remain in their homes rather than moving to facilities. One of the leading reasons people transition to assisted living is incontinence. By providing a comprehensive program that allows individuals to stay at home and engage with caregivers, we enable them to lead fulfilling lives. Our continence program, which we call Fresh and Dry, emphasizes client engagement, ensuring they can participate in their communities confidently.

**Edwin:** Absolutely. I recently visited my 82-year-old aunt in Arizona, and she shared her fears about going out due to incontinence. After discussing her needs, we arranged for her to receive home-delivered continence supplies. It's essential for seniors to feel comfortable and confident while enjoying their daily activities.

**Kira:** We've seen that when home care agencies specialize in continence care, they can distinguish themselves as community experts. By investing in additional training for caregivers, agencies can address the emotional and physical aspects of incontinence care, allowing clients to engage in activities they enjoy without fear or embarrassment.

**Edwin:** Many agencies claim to provide continence care but often only do the bare minimum. With our encouragement, we motivate these agencies to take a more proactive approach, working with both home care and assisted living communities. We've witnessed the positive impact of quality

products on residents' lives and how it enhances family visits, as there are fewer odors and leaks, making the environment more pleasant for everyone.

**Kira:** We've worked with many elders in residential settings, and it's heartbreaking to see those who isolate themselves due to embarrassment. Compassionate and engaged caregivers make a significant difference in their lives. When people are engaged, they feel a sense of purpose, which is crucial for their well-being.

**Deanna:** I love that you emphasize the "why" behind your programs. It's not just about providing services; it's about creating meaningful connections. I've noticed that many home care agencies are reluctant to address continence care, assuming clients will manage on their own. However, this can lead to disastrous outcomes, such as hospital visits due to poorly fitting products.

**Kira:** Exactly. The disconnect often lies in the lack of education. When caregivers are present in the home, they need to ensure clients are using appropriate products. If a family member purchases the wrong product, it can lead to leaks and embarrassment, ultimately affecting the relationship with the home care agency.

**Edwin:** That's right. We've witnessed the high turnover rates among caregivers, which can be exacerbated by poorly managed incontinence issues. Providing quality products and proper training can significantly reduce turnover and improve job satisfaction for caregivers.

**Kira:** It's all about addressing the emotional and physical needs of clients. We've encouraged agencies to invest in their staff by providing training and support, ensuring caregivers can engage with clients positively.

**Edwin:** We've found that by showcasing the value of continence care, agencies can charge higher rates for their services, which in turn allows for better compensation for caregivers. Understanding the importance of these products leads to better care for clients and happier families.

**Kira:** We often hear from agency owners who see the benefits of investing in continence care. When they understand the value they provide, they become more confident in their pricing and the services they offer.

**Deanna:** It's encouraging to hear how these partnerships have evolved. The collaboration between your team and ours has led to a broader understanding of the value of quality products.

**Kira:** Exactly. The partnership is key. We've developed strong connections, allowing us to provide resources and support that make a real difference in clients' lives.

**Edwin:** It's essential to emphasize that quality products matter. We've seen firsthand how they can transform the lives of clients and their families, improving the overall atmosphere in the home.

**Kira:** Thank you for the opportunity to share our experiences and insights. It's vital to continue these conversations to help those in need.

**Deanna:** I appreciate your valuable contributions today. I think it would be great to have an all-male panel for future discussions to encourage open conversations.

**Kira:** That's an excellent idea!

**Edwin:** Yes, we need to normalize these conversations, especially for men who may be less inclined to discuss these issues.

**Deanna:** Thank you both for being here today. Your insights are incredibly valuable, and I look forward to continuing this conversation in the future.