



Help Unlimited and Honor Partner to Meet Growing Demand for In-Home Care for Santa Barbara Residents

Partnership with the Honor Care Network will provide more reliable, transparent, and empowered care for rapidly growing local community of aging adults

SANTA BARBARA, Calif. – (September 18, 2018) – [Help Unlimited](#), a premier, locally owned and operated home care agency, and Honor, founder of the national network of home care agencies committed to improving the standards of home care called the [Honor Care Network](#), have announced a new partnership.

For over 40 years, Help Unlimited has been committed to serving the Santa Barbara community of caregivers and older adults. By joining the partnership, Help Unlimited will now have access to new scale and technology to provide enhanced care experiences for its clients while maintaining its direct, personal relationship with Santa Barbara County families.

“We’ve seen an uptick in demand for in-home care driven by an aging population, needed support for dementia care as well as older adults wanting to remain in their own homes for as long as possible,” said Gayle Bertsch, owner and founder of Help Unlimited. “We knew we needed to take an innovative approach to make our overall operations more efficient to service more clients, while maintaining the excellent quality of care we’re known for. Partnering with Honor will allow us to positively impact and care for even more families in our community.”

California’s population will grow over the next 20 years and seniors make up the fastest growing segment. By 2060, the [Santa Barbara County population](#) aged 65 and over is projected to grow over 100 percent compared to 28 percent growth across all age brackets.

The Honor Care Network gives Help Unlimited access to more caregivers, new technology, and a complete support operations solution. Honor handles all caregiver recruiting, wage and hour, and industry compliance for its partners. The technology platform helps Help Unlimited schedule care more easily and have greater visibility into care. By reducing the day-to-day back office challenges of running an agency, Help Unlimited can focus on growing its business, supporting its clients, and delivering the best care experience.

“The Honor Care Network is committed to the community of aging adults, caregivers, and local home care agencies,” said Nita Sommers, president of Honor. “We know that the best way to



care for older adults at scale and improve jobs for professional caregivers in Santa Barbara is to partner with and support a local agency. Through this unique partnership with Help Unlimited, a forward-thinking agency with deep relationships in the community, more aging adults will be able to receive high quality care so they can remain comfortably and safely in their own homes.”

About Help Unlimited

The non-medical home care services provided by Help Unlimited empower our clients to remain in their homes as they age. Help Unlimited was founded in 1975 and has served well over 10,000 families over the years with daily care services, transportation, post-hospital recuperation, and dementia care. We, at Help Unlimited have always been proud to provide your family only the caregivers we would provide for our own loved ones. For more information, visit HelpUnlimited.com or call 805-962-4646.

About Honor

Honor, a home care company, is the founder of the Honor Care Network, a pioneering national network of home care providers. Honor is the first company ever to bring scalable workforce management and technology expertise together with the high-touch, personalized care of local homegrown care agencies. Working with Honor Care Network Partners, Honor helps older adults live safely and comfortably in their own home by enabling reliable, transparent, high-quality care. Founded in 2015, Honor is now one of the fastest-growing, non-medical home care companies in the U.S., currently providing care to families in California, Texas, and New Mexico. For more information, visit joinhonor.com.

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[Honor's press kit](#)

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