



SUPERIOR CARE HOME

WORLD
CLASS
CARE *at*
home
in PADUCAH

“*A*round here, we hear the same word that Paducah Bank uses every day—WOW!” says Helen Sims. “When people walk in the door, their first reaction is—WOW!”

That’s how Helen Sims, the Paducah Chamber’s 2015 Distinguished Citizen of the Year, describes visitors’ typical reaction to the new Superior Care Home located on 21 acres in the Paducah Commerce Park.





❧ SUPERIOR CARE HOME

Helen Sims is the Chief Executive Officer and owns the center along with her son, Mike Sims, who serves as Chief Operating Officer. Additional owners include Helen's brother George Thompson and his wife Judy, and her sons Chris and Patrick.

Helen and Mike have provided the region with world-class senior care while partnering with business associates and contributing to the community.

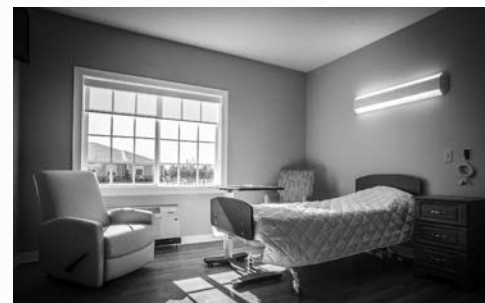
Superior Care Home is the only locally owned and operated nursing center in Paducah.

The 72,000 square foot building opened in December 2014 and represents a \$12,000,000 investment, continuing the legacy of Helen Sims' mother, Mary Ellen Thompson. A savvy businesswoman ahead of her time and an entrepreneur with vision humanized by compassion, Mary Ellen opened the original Clay Street facility nearly 40 years ago.

"There are three reasons I do what I do, and there is no number one. They are all equally important. I do it for my employees, my residents, and my community," Helen emphasizes.

Helen is grateful for mentors and business partners who have contributed to her personal growth as well as to the success of Superior Care Home. Among her mentors and partners she counts Barbara Veazey, West Kentucky Community and Technical College; Sandra Wilson, Paducah Area Chamber of Commerce; and Susan Guess, Paducah Bank. Among business associates Mike considers invaluable are Alan Sanders of Paducah Bank and Craig Guess with Vanguard Contractors.

Helen and Mike believe in being involved and giving back to a community that has been supportive of them. Both think involvement is key to truly understanding how



the community works, what concerns might exist, and where you and your business fit in the community.

When asked about her biggest challenge, Helen says without hesitation, "The industry is over-regulated. Staying abreast of new regulations is the biggest challenge."

What does the future hold for the dynamic mother and son team of Helen and Mike Sims in regard to Superior Care Home?

The Sims' will never be satisfied with the status quo and will constantly be exploring ways to improve practices to service residents better and provide the best possible working environment for employees. Acreage is available for expansion and, while there are no immediate plans, there is discussion of constructing assisted living units on the site, which would make Superior Care the first center in the region to provide a full continuum of care, further broadening the care options for the community.

Mike and Helen agree that their priority is to continue the legacy left to them by Mary Ellen Thompson. Her mantra, imparted early in life to Helen, was, "When you give, you gather." When that philosophy is combined with the vision and intelligence of Helen and Mike Sims, it bodes well for the community, employees, and residents. ●



