



TENDER ROSE

DEMENTIA CARE SPECIALISTS



Care in Full
Bloom



Dementia is difficult, but it doesn't have to be devastating.

Whether it's your spouse, mother, father or another beloved family member suffering from dementia, you want to know he or she is getting the best in-home care possible. When you need consistent, reliable care from compassionate Memory Care Professionals (MCPs) who truly understand dementia, we can help.

Why should I choose Tender Rose?

My father keeps asking his caregivers to leave because none of them have been able to bond with him.

With Tender Rose, you will not have a revolving door of caregivers because our MCPs understand dementia and have been trained in techniques to overcome refusal of care.

My wife's caregivers are not sensitive to the little things that really upset her, and once she gets angry, they don't know how to calm her down.

Tender Rose MCPs are trained to identify and avoid triggers for agitation. However, if your wife does become agitated, they also know how to skillfully redirect her.

My mother-in-law's caregivers are frequently late and sometimes don't show up at all.

Tender Rose sets the highest standards for punctuality and schedule reliability, and we only hire MCPs who have a good track record in their previous jobs. Our MCPs will clock in using your home telephone, and their manager will be notified if they are even one minute late.

"Please know how deeply grateful I am to you and your incredible staff for the beautiful care they provided to my aunt. Your employees really are many steps above the curve. I came to realize that whomever you sent to my aunt's home would be both trustworthy and truly exceptional company."

– Niece of Tender Rose Client

"I was desperate. I had a really serious situation. The old caregivers were just unsuitable, and it snowballed. It became worse and worse until I could no longer tolerate it. Before I started with Tender Rose, I was doing everything. I couldn't do it anymore. Once Tender Rose took over, it's been heaven. It really has."

– Wife of Tender Rose Client

Every day can be a good day with Care in Full Bloom.

By using our Care in Full Bloom approach to delivering person-centered, activity-based care, Tender Rose is able to improve moods and quality of life for your loved one. Our MCPs will tailor activities that engage your loved one's abilities in six key areas:

Spiritual

Our MCPs focus on spiritual activities that replenish the soul, such as attending a religious service, walking in nature or visiting a museum.

Nutritional

Your loved one may still be able to shop for produce at the Farmer's Market or help plan a creative meal. Our MCPs will offer choices that foster a sense of independence while cooking nutritious foods that stimulate a healthy appetite.

Social

Our MCPs will ensure that your loved one has the opportunity to socialize, whether it be hosting a family dinner, attending a luncheon with former colleagues or exchanging pleasantries with neighbors. This provides a true sense of remaining connected to life.

Intellectual

Our MCPs will tap into your loved one's passions and expertise (e.g., history, art, bird watching) through activities such as reading, attending lectures, watching documentaries and conducting research together on the Internet.

Physical

Whether the goal is to recover from an injury, burn nervous energy or sleep better at night, our MCPs will engage your loved one in activities such as physical therapy, walking in the neighborhood or dancing.

Emotional

Our MCPs will help your loved one experience strong positive emotions—such as love, joy and serenity—by engaging in activities like reminiscing, enjoying I Love Lucy reruns or watching a Giants game.

The Tender Rose approach to dementia care



When Jim Kimzey, CEO and Founder of Tender Rose Dementia Care Specialists, learned his mother had been diagnosed with Alzheimer's, he made it his mission to find out all that he could about the disease process and possible therapeutic interventions. He wanted to do everything in his power to make sure his mother had the highest possible quality of life. As her disease progressed, Jim's mom became increasingly agitated by caregivers who failed to connect with her, and she seemed to be quickly slipping away.

Jim knew his mother was still capable of living a life with joy and meaning, but she needed the right kind of care to thrive. Jim started with the Alzheimer's Association's best practice guidelines for person-centered, activity-based care at home. This approach engages dementia patients in activities that help them feel happy and fulfilled while distracting them from those thoughts that trigger anger, anxiety or despair. Jim was surprised at how well following these guidelines worked to dramatically improve the quality of life for his mother.

Today, these guidelines form the foundation for Tender Rose's Care in Full Bloom approach to dementia care. Over time, Care in Full Bloom has evolved to include best practices learned from the Lewy Body Dementia Association, the Association for Frontotemporal Degeneration, leading clinicians and experience with our own clients.

Even though your loved one has dementia, he or she can thrive, and so can you. The next step in getting your life back to normal and adding joy and meaning to your loved one's days is to call Tender Rose for a free consultation.

Call us
today at:
415-340-3990

Who we are:

Tender Rose Dementia Care Specialists is the San Francisco Bay Area's premier one-on-one care agency for seniors living with dementia.

What we do:

Our mission is to improve the quality of life for people living with dementia and improve the quality of life for their families.

How we do it:

By hiring the best Memory Care Professionals and giving them the support, training and compensation they need to focus on their clients, we're able to offer person-centered, activity-based care that treats the person behind the disease and improves their quality of life.

Is Tender Rose a good fit?

Tender Rose works with families looking for the highest quality, long-term, one-on-one dementia care available. We have an 8 hour per shift and 40 hour per week minimum, but we can waive these minimums temporarily if an incremental approach is needed to overcome your loved one's refusal of care. Normal hourly rates range from \$38 to \$52 per hour.

