

# ComForcare wins Silver Torch

## BBB honors IL couple's business for its senior services

BY DENYSE MIDDLETON  
For Carolina Gateway

CHARLOTTE – Almost two years ago, Phil and Lisa Koch launched a local franchise to provide non-medical homecare services in the Carolinas. That decision has resulted in personal satisfaction and a recent business award for service excellence in the senior adult community.

In March 2006 the Indian Land couple chose to go into business for themselves so they could spend more time with their children, they said. They joined the franchise ComForcare, headquartered in Bloomfield Hill, Mich.

The Koch's' business, located in south Charlotte, provides a myriad of companion services, home health aides and certified nursing assistants for include activities for daily living,

The Koch's' personal mission is to improve the quality of life and level of independence for every client and family receiving their service. This devotion recently garnered them the first ever Better Business Bureau award for excellence in service provided to the older adult community. The BBB Consumer Foundation announced its first annual 2007 Silver Torch Award earlier this month at an appreciation luncheon for social workers and case managers.

The award that the Kochs' received was based on their business practices, their business ethics in the community, how well they went beyond the call of duty for their clients and testimonials from both vendors and clients of ComForcare, Phil said



**Lisa and Phil Koch display the Silver Torch award for their business, ComForcare Senior Services, received earlier this month from the Better Business Bureau, for service excellence to the senior adult community.**

### COMFORCARE SENIOR SERVICES

**Owners: Phil and Lisa Koch**

**Address: 8008 Corporate Center Drive, Suite 200  
Charlotte, NC 28226**

**Phone: (704) 543-0630 or (704) 543-0643**

**Hours: Monday through Friday, 8 a.m. to 5 p.m.**

**Web site: [www.comforcarecharlotte.com](http://www.comforcarecharlotte.com)**

"We were not judged by the BBB, but independent bystanders with knowledge of the senior community," he said.

Many of the Kochs' clients are older adults, however, ComForcare services are not just for the elderly, Lisa said.

"It's not just for seniors," she said. "It's basically for anybody who needs care, including new moms or people recovering from surgery."

ComForcare provides care for clients in private residences, as well as retirement communities, hospitals, assisted living homes and those in hospice, Phil said.

It offers professional help for errand or chore services, meal preparation, light housekeeping, bathing and grooming assistance or a chance for a family caregiver to take some time off.

The Kochs have recruited about 200 caregivers since their business began, Phil said. About 95 percent of the time, ComForcare has been able to easily match its caregivers and clients, he said. Although their employee base changes according to their billing cycle, ComForcare maintains a primary staff that includes a head registered nurse

and five more registered nurses, Phil said.

ComForcare's typical client is a 35- to 60-year-old adult with an aging parent, Phil said. It's always "an emotional time" when the roles are reversed and the adult child has to assume responsibility for making decision for their parent, he said.

However, when the Kochs meet with the family to share information and advice for companion home care, they give both adult child and the parent the choice to make decisions about a caregiver.

The Kochs have stringent criteria for selecting caregivers for their business, the say.

"I always ask the question, would I want this person taking care of my mom?" Lisa said.

The Silver Torch award is a testament of the trust and confidence families have placed with ComForcare, she said.

The couple had multiple stories about their caregivers who have gone far beyond the call of duty.

Lisa recalled how one caregiver was determined to help draw a client out of depression and loneliness by playing her banjo while her dog accompanied by "singing" along.

"The care that they (caregivers) provide is a combination of both assistance with daily living, as well as being a friend to the person and building a trust with the client," Phil said.

Although the Kochs are on-call 24 hours a day, seven days a week, it's a career they both enjoy, they said.

The couple is proud of the BBB award, but acknowledges that the service excellence award is not for them alone.

"Our caregivers are the ambassadors for ComForcare," Phil said. "If they weren't doing their jobs, we wouldn't be here. They deserve the credit for this."