SPECIAL ADVERTISING SECTION REATER SACRAMENTO HEALTHCARE PROFILES

A Better Kind of Healthcare

Since 2007, this Sacramento-based company has been providing compassionate, individualized home healthcare and hospice services for patients and their families.

A dvanced Home Health and Hospice Founder and CEO Angela Sehr came into this business after working as a registered nurse in a hospital for 26 years. In that time she watched the hospital environment change from one based on caring, close relationships with patients to an impersonal place where patients passed through the system so quickly she could barely remember their names. "When my kids were young, I started working for home health and fell in love with it," she says. "This is the care I dreamed of: facing one patient at a time and giving them individualized attention while providing care based on their needs."

By 2007, she quit hospital work completely and purchased the home healthcare business she'd been working for part time. At first, she says, "the agency had about 23 patients and one employee—me." Within a year, the business was so successful it had grown to 100 times its original size. After 10 years of steady growth, Advanced Home Health and Hospice now has more than 300 employees and counts revenue in the millions of dollars.

Strong Growth Rooted in Nursing

Today, the company is one of the nation's largest providers of home healthcare and hos-

pice services. It's also a regional specialist in providing life-sustaining home infusion therapy and in caring for high-acuity patients, like those awaiting or recovering from transplants. In addition to four offices in greater Sacramento, San Francisco, and San Diego, the company is also beginning to expand into other states.

Despite such massive growth, says Sehr, "to this day I still see patients in the field myself. Compared to many home health and hospice companies that are owned purely by business people, I, as a nurse, have a unique perspective—not only on what patients need but also on what my staff needs."

What Home Healthcare and Hospice Really Mean

"A lot of people don't know the difference between home healthcare and hospice," says Sehr. "Home health has really become an extension of the hospital"—a means of caring for people post-surgery and post-hospitalization as they head toward recovery. "It's paid by Medicare, the same as a hospital, and we have all the same staff a hospital would have—nurses, physical and occupational therapists, medical social workers, etc.—but in a patient's own home."

Hospice, says Sehr, is not focused on recovery but on end-of-life care. Offered in-home



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and in long-term care facilities, hospice is "about accepting death as a final stage of life," she notes, "and about the quality of life in a person's last six months, rather than how long they will live."

