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Paragon Home Care

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What drew you to creating a business that serves seniors and their families?

Best friends since college, we found ourselves at a crossroads at the same time. We shared two goals: to start something on our own and to benefit our community. We were also both dealing with aging parents' needs, discovering how challenging it is.

We connected with another friend who'd started a home care company in Cleveland. We visited, shadowed him and fell in love with the idea of starting a similar company in Northern Virginia where we grew up. Surrounding ourselves with experienced professionals and advisors, we launched Paragon Home Care. We provide a direct, high-touch experience for our clients, who we regard as neighbors and friends.

What is your guiding philosophy?

Our logo, three arrows surrounding a heart, expresses our

philosophy that caring for loved ones at home is a team effort. The heart represents our client and the three arrows represent their family and loved ones, our agency and our caregiver. We focus on identifying and retaining the highest quality caregivers who truly see themselves as the third point of the triangle. We recognize the importance of the caregiver in maximizing the comfort and safety of our clients; therefore, we treat them as partners in our business.

Our employees tell us that we're different from any other agency they've worked for. They appreciate that we're considerate of their other responsibilities, whether that's other work or family concerns. They speak directly to one of us about any issue. There are no layers to penetrate. We treasure our core caregivers: companion caregivers, personal aides and certified nursing assistants. As a result of our relationship with our employees, our clients notice the difference and see the high level of commitment, engagement and care that our caregivers provide.