



BUSINESS: MY BIG BREAK

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Life Mirrored Her Business

Sadly and ironically, my mother's failing health shaped the direction of my business and directly impacted my big break: [Alliance Home Health Care](#).

When I launched Alliance in 1991, I found myself juggling and nurturing two major priorities in my life: my increasingly vulnerable mother and this growing agency that provides mental, physical, social and financial support to the elderly and those who support them. I have mixed emotions about the fact that I was able to parallel my experience as my mother's caretaker to my new business.

As a daughter, I was going through all the challenges that thousands of adult children struggle with as they care for aging parents. I needed resources to take care of my own mother: help navigating insurance, finding good medical care, coordinating transportation, taking care of her house and property, managing her medications and providing her with trusted personal companionship.

Professionally, I was feverishly creating the tools and support systems seniors and their families need on the journey through the aging process.

The turning point in my life was the day my mother, keenly aware of her failing health, pleaded, "Jan, keep me home. Please don't send me away." At that moment I made a personal and professional commitment to provide my mother - and other senior citizens - with safe, secure options for living out her golden years in the comfort and familiarity of the family home.

Witnessing my mother's decline through her extended illness, I was always searching out means and methods to make her more comfortable. I hired and surrounded her with a nurturing team of nurses, therapists, personal companions and other health professionals.

Today, that Alliance team has grown to 250 employees who provide compassion and a daily commitment to maintaining and improving quality of life. Alliance also has grown to be so much more than a business -- it's an extended family to those we serve.

Janice K. Roberts, Founder & Administrator

Duties: As administrator, Jan is responsible for Alliance's day-to-day operations, service and program development, as well as establishing and maintaining relationships in the home health care, hospice, assisted living and long-term care communities.

About the company: Alliance provides a full continuum of home health-care services, including total coordination of medical and personal home-care needs.

Experience: Roberts is also chief executive officer of Alliance Care Advisors and owner of Master's House and Lawn Care. She previously was the owner and CEO of Apothecary Solutions and Alliance Adult Day Services. Prior to that, she was a finance associate at Forum at the Crossing. She was also the owner of Signa Business Services and Roberts Upholstery.

Education: Bachelor's degree in business administration from IU.

Personal: Roberts is married and has three children and four grandchildren.



Our work lives are centered on the Golden Rule.

Over the years, many families have shared the anxiety and despair they feel when a parent or spouse begins to struggle with aging. The caregivers are confused by Medicare, doctor bills, and disparate medical advice and opinions, and they're scared to leave their loved one home alone. In turn, their loved ones fear losing their independence or becoming a burden.

In response to these mounting challenges and our clients' feedback, I have continually added to Alliance's nursing and support services -- adult day care, lawn and handyman services, and geriatric care management and coordination.

I kept my promise to my mother. When she passed away, she was safe, comfortable and content in the familiar surroundings of her own home. And today, my staff and I are humbled and honored to be able to provide the same peace of mind and freedom to our clients and their families.