

The State Port Pilot

BUSINESS

Nearly 500 employees, 25 counties

Business is quite healthy for Comprehensive

By Marybeth Bianchi
Feature Editor

Eleven years ago the county health director, burned out on Brunswick County politics, quit his job and started his own company.

The company was designed to provide 24-hour, seven-day-a-week health care to county residents in their homes. That was something the county health department was unable to do, and something Ed Harris of Shallotte believed was needed.

Today, Harris is president of Comprehensive Home Health Care, Inc., a growing company which expects its employees to log 375,000 home visits and 1.4 million miles by the end of the year.

"Twelve years ago I never dreamed it would be this big. I did it just to get away from government and bureaucracy," Harris said Tuesday during a breakfast at Palm Tree Passage, recognizing the company's employees as part of National Home Care Week.

Three of Comprehensive Home Health Care's original 13 employees were there. Shirley Evans of Bolivia and Mazie Pankey and Pauline Heenan of Southport started out in July, 1981, caring for residents in a four-county area that included Brunswick. Today there are nearly 500 employees working in 25 counties. Harris said he hopes to expand the service to South Carolina.

While homebound elderly men and women make up 60 percent of the patients seen, Harris said home health care is provided to all ages, including prenatal and pediatric services. Most patients are referred by one of the 600 physicians with whom Comprehensive works closely. Typical services include skilled nursing, physical therapy, personal care, medical supplies as well as chemotherapy, pain management and treatment for AIDS.

Home health care is a low-cost alternative to in-patient hospital care or nursing home residency. Harris pointed out that the cost of a home visit is \$50 to \$60 compared to \$1,500 a day for hospital care.

"It's cost-effective. The patient is where they want to be and it's less expensive," he said. Many services

are covered by private insurance, Medicare or Medicaid.

Frances McGee headed up the physical therapy department at Doshier Memorial Hospital but decided she preferred working in patients' homes rather than in a clinical setting.

"I really like the freedom to be able to go house to house. You can get really close to people," McGee said.

"And, you can see the results better," veteran employee Pauline Heenan added. The registered nurse said she likes being able to work closely with patients and see them return to a normal lifestyle.

"The contact with the patients is better. Patients like being at home and for the most part they look forward to you coming in," Darlene Otten said.

Ruth Somers of Long Beach, who has been with Comprehensive since May, said working with the families and helping them adjust to a member's illness or injury is important.

"There's a whole new set of circumstances," she said. "The whole family is affected. We can provide support for the family. That's the key really."

"It's a thrill to see somebody become independent again and to see that the family feels more confi-

dent," she said.

"I like home health because you become part of the family when you deal with these people," Hilda Baxter of Southport said, plus she likes the freedom of setting her own schedule and being responsible for

her own work.

Harris said home health care is destined to play an increasingly larger role in the health care delivery system as changes are made in the industry.

"Our nation's health care system is

in crisis. And if we do not work both swiftly and boldly our generation and those to follow may not find available the health services that should be standard in a country as advanced and prosperous as ours," he said. "Home health care represents a major part of the resolution of this crisis."

BUSINESS BRIEFS

CP&L receives safety award

The National Safety Council has presented its most prestigious award, the Award of Honor, to Carolina Power and Light Co.

This is the 17th consecutive year the council has presented either its Award of Honor or its Award of Merit to the Raleigh-based utility.

"The award is for CP&L's rate of work time lost due to employee accidents or illness on the job," said Robert Barham, CP&L's manager of safety and occupational health. "It's much better than the average for our industry. We appreciate this recognition."

The National Safety Council is described as the largest organization in the world devoted to saving lives, time and other resources through improvements in personal safety and health. It is a non-profit organization chartered by Congress in 1913.

'Stress' is subject of seminar

Professional motivator May Craven will present a Brunswick Community College Small Business Center seminar on "Stress Coping and Energizing" Thursday, December 3.

The seminar, held from 6:30 to 9:30 p.m., will enable participants to identify what stress is and how to handle it day-to-day. Pre-registration is required of all participants but there is no charge for the seminar.

The presenter recently received the Jaycees Distinguished Service Award for "community service, success, integrity and serving as a role model for others." She is listed in *Who's Who in Professional Speaking in America*.

In this seminar, participants will learn practical coping techniques in dealing with stress, energy renewal exercises and attitude. They will also learn about coping mechanisms, nutrition and its role with emotions and defining stressors. The speaker will also indicate ways of coping with stressful organizational policies and procedures.

Those who wish to attend are encouraged to contact Brunswick Community College Small Business Center at 457-6329 from the Southport-Oak Island area, 343-0203 or 754-6900.

Class on best businesses

Brunswick Community College's Small Business Center is offering a seminar for individuals interested in venturing out on their own in business.

Scheduled for 6:30 p.m. Thursday, December 10, the three-hour program entitled "Best Small Businesses in North Carolina for the 90s" will look at the North Carolina economic and business growth patterns in this decade. It will examine how national trends will affect small business growth in North Carolina, the types of businesses that will flourish in the 1990s and the specific types best suited for Brunswick County.

Basic information on starting a new business will also be discussed, including resources, owner personality profile, the business plan, legal basics, marketing and personnel needs.

There is no charge for the program, which will be held on the BCC campus at Supply.

Pre-registration is required and can be done by calling 457-6329 from the Southport-Oak Island area, 754-6900, 343-0203 or fax 754-7805.

Seminar on economic growth

A seminar looking at the North Carolina economic and business growth patterns in the 1990s is scheduled Thursday, December 10, from 6:30 to 9:30 p.m.

The Brunswick Community College Small Business Center seminar will examine how national trends will affect small business growth in North Carolina.

Participants will also learn basic information about starting one's own business. Information such as resources, personality profile, a business plan, legal basics, marketing and personnel needs will be discussed. Mike Collins, author of *North Carolina Job Hunter's Guide*, will present the seminar.

There is no registration fee for this Brunswick Community College seminar, but pre-registration is requested.

Speaker to discuss 'People Dynamics'

May Craven will discuss the principles of "People Dynamics" on Friday, December 4.

She is scheduled to speak from 1 to 4 p.m. in the teaching auditorium at Brunswick Community College at Supply. Among the topics she will cover are making a good first impression, difficult people, gender differences, communication and listening.

The program is free, but pre-registration is required by calling 457-6329 from the Southport-Oak Island area or 754-6900.

A Wilmington resident, Craven has trained and entertained thousands with her humorous and motivating talks. She is a former stutterer who grew up on a North Carolina tobacco farm. She went on to be a beauty queen and was educated at the University of North Carolina at Wilmington, the College



Craven

of William and Mary and the University of South Carolina.

Craven is a member of the National Speakers Association, Toastmasters International, the Greater Wilmington Chamber of Commerce new business task force and the United Way's speakers bureau. She has received the Distinguished Toastmaster Award and the Jaycees' Distinguished Service Award and is featured in *Who's Who in Professional Speaking*.



Skipper

Skipper receives \$1-million award

Kim Skipper of Art Skipper Realty, Inc., has reached the level of million-dollar producer for the 1992 calendar year.

Skipper has completed over \$1 million of actual closed real estate transactions. She has received a special recognition certificate from Art Skipper Realty, Inc.

Skipper is a member of the Brunswick County Board of Realtors. She recently acquired her GRI (Graduate Realtor Institute) certification and finished her final course in the top ten of the class.



Views On Dental Health

Larry Hemby, D.D.S.

SPACE BETWEEN FRONT TEETH

Too much space between teeth can detract from your appearance, especially if the unwanted space is in front of your mouth where it is easily seen. This is sometimes caused by a congenital condition, one that you have inherited. It can also result from harmful habits in childhood, such as thumb-sucking. When the force of the thumb is exerted against the front teeth it can move them into a forward position, making spaces appear between the teeth. Another cause is tongue-thrusting or reverse swallowing. This also puts pressure on the front teeth and pushes them forward, creating unwanted spaces.

If you have this problem, you should discuss it with your dentist to find out what kind of treatment he

recommends to eliminate the spaces. Straightening misaligned teeth by orthodontic means may be one solution. If it's not a case of misaligned teeth, he may be able to rebuild some of the teeth cosmetically to improve your appearance.

Prepared as a public service to promote better dental health. From the office of: **LARRY HEMBY, D.D.S.** 621 Fodale Avenue Southport, N.C. 28461 (919) 457-5026

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