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A daughter helps her senior mother with bill paying. (Photo courtesy of Jewish Home)

At-home services help older adults maintain their independence | Viewpoint

Travis Masonis // November 10, 2026 // **5 Minute Read**

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With more than one quarter of **Monroe County**'s population over the age of 60, the need for in-home services is rapidly increasing.

This demand is further heightened by a strong desire among older adults to remain in their own homes as they age. According to AARP, close to 90% of older adults wish to do so.

To best serve and support older adults, senior-care facilities are expanding services beyond their walls and bringing them into the community and directly into homes. This alleviates challenges related to mobility, travel, weather, and more.



Jewish Home's portfolio of programs is aptly called "Jewish Home At Home," bringing the established care and professional expertise to an array of services, including home care, physician house calls, physical and **occupational therapy**, **care coordination**, and **technology support**.



Travis Masonis

Maintaining independence

Most older adults have been in their homes for decades and naturally want to continue living in a familiar and comfortable setting. One's home holds memories, routines, and a sense of control.

However, to remain at home and maintain independence, quality of life, and dignity, older adults and their families are welcoming caregivers and support services into the home.



At-home services fill the gap between wanting to remain at home and being able to remain at home.

These supports allow older adults to age in place and continue making choices about their lives. The right services at the right time can help them live independently for as long as possible.

Safety and security

By being in the home, support professionals can help older adults navigate safety issues.

Changes in balance, strength, vision, or mobility can increase the risk of falls. Home modifications, grab bars, mobility assistance, and safety assessments can reduce hazards and help prevent injuries.

Professionals can offer guidance for such home-safety improvements, which may also reduce avoidable hospital visits and premature transitions to assisted care.

Assisting with everyday tasks

As we move through our daily activities, many routines and tasks become more challenging as we age:

- Household and personal care: Support may be needed due to physical limitations, increased fatigue, and safety concerns. Through available services, older adults are able to get help at home with laundry, housekeeping, cooking, and more.
  - Personal-care services help older adults manage daily functions safely and comfortably, such as bathing, dressing, grooming, and getting in and out of bed.
  - Organizations serving older adults can also help connect them with reliable providers for services such as home repairs, yardwork and pet care services.
- Transportation and appointments: When driving is no longer safe or possible, older adults may struggle to reach doctors, pharmacies, grocery stores, religious services, and social activities.
- Health and medical support: Managing multiple medications, chronic conditions, rehabilitation, and follow-up appointments can be complicated.
  - At-home services that include care coordination can provide non-clinical assessments of daily living and cognitive health, and preventive support focused on maintaining independence.
- Physical activity and therapy: Bringing licensed physical therapists and occupational therapists into one's home provides vital support for those with mobility challenges, managing chronic conditions, or recovering from an injury or surgery.
  - Physical and occupational therapists help older adults gain strength and independence through personalized sessions for needs such as balance and gait training, fall prevention, therapeutic exercises, and activities of daily living.

Support for families

While caring for an older loved one, family members often juggle jobs, children, and other responsibilities. And, at times, the children and grandchildren may not live in the same community or state.

At-home assistance provides the peace of mind families need to make caregiving more sustainable. Plus, home and community-based services may help control long-term care costs associated with assisted living and nursing homes.

Families may choose to engage case managers and counselors as part of the support team, to offer assurance their loved one is cared for and safe.

Keeping connections

Living alone or needing to be inside your home more often due to mobility or health challenges can lead to isolation and loneliness. Social engagement may also be reduced due to retirement and the loss of a spouse or friends.

Home visits from support staff also serve as social connections and emotional support.

Another way of staying connected with family and friends is with electronic devices through texting, video calls, and photo sharing.

However, older adults need to become comfortable using digital devices, such as computers, cell phones, and tablets.

At Jewish Home we have seen the benefits of our **TekHub program**, which has been in operation for six years. This one-on-one **technology** support service, offered virtually or in the home, has empowered confidence in older adults.

The connections they are now able to make are vital to their happiness and cognitive health, as well as that of their families.

Travis Masonis is Senior Vice President & Chief Innovation Officer at Jewish Home. He also is a member of the Board of Directors of Lifespan and an adjunct professor with The College of Health Sciences at RIT and the Master's in Health Administration program at Roberts Wesleyan University.

Tags: Jewish Home, at-home services, TekHub program, Monroe County, Travis Masonis, technology, senior care, technology support, care coordination, occupational therapy

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