

Care beyond the call of duty

Katy Salliss, Registered Care Manager at Braeburn Care, tells Tunbridge Wells Business Magazine how a personalised approach, a compassionate team and a commitment to independence are helping people live fulfilling lives in the comfort of their own homes...

BRAEBURN CARE HAS BUILT A STRONG REPUTATION FOR HIGH-QUALITY CARE. HOW HAVE YOU ACHIEVED THIS?

Reputation isn't something you can advertise; it's something you earn, one visit at a time. Every day, families place enormous trust in us by inviting our Care Professionals into their homes and lives, and we never lose sight of what a privilege that is.

Our reputation has been built by consistently doing the things that matter most. We take time to understand every customer as an individual - not only the support they need, but the life they want to continue living. We then tailor our care around them rather than expecting them to fit around a standard package.

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Great home care is not simply helping people live safely at home - it is helping them continue living a meaningful life

As a family-run business, relationships are incredibly important to us. Our management team remains closely involved with every customer's journey, allowing us to respond quickly, communicate openly and adapt as needs change.

Ultimately, families recommend Braeburn Care because they trust us, and that is the greatest measure of success.

WHAT MAKES YOUR APPROACH DIFFERENT FROM OTHER CARE PROVIDERS?

One of the biggest misconceptions about home care is that it is simply about helping with practical tasks. In reality, it is about helping people continue living the life they want in the place they know and love most.

Our approach focuses on promoting independence. Wherever it is safe to do so, we encourage customers to continue doing as much as they can for themselves



KATY SALLISS

- whether that is making a cup of tea, tending the garden or planning their week. Those everyday moments help maintain confidence and dignity.

Continuity is also key. Trust takes time to build, so we work hard to ensure customers see familiar Care Professionals who understand their routines, preferences and personalities.

Communication is equally important. Families want reassurance and transparency, so we pride ourselves on being open, honest and proactive.

HOW DO YOU ENSURE EVERY CUSTOMER RECEIVES A BESPOKE SERVICE?

For us, personalised care begins with listening.

Every person has their own routines, interests, preferences and goals, so no two care plans should ever be the same. We spend time getting to know each customer because understanding what matters to someone is just as important as understanding the support they need.

Our care plans are regularly reviewed and adapted as circumstances change because people's lives do not stand still.

Often, it is the smallest details that make the biggest difference - remembering how someone likes their tea, encouraging a favourite hobby or supporting them to

attend an important family event. That is what truly personalised care looks like.

TELL US ABOUT YOUR TEAM AND HOW THEY MAKE A DIFFERENCE.

Our team is the heart of Braeburn Care. We recruit people with compassion, kindness and integrity because technical skills can be taught, but genuine empathy comes from within. Our Care Professionals understand they are not simply delivering care - they are building relationships and becoming an important part of someone's daily life.

It is often the little things that have the greatest impact: sharing a conversation over a cup of tea, accompanying someone to an appointment or simply taking time to listen.

Behind every Care Professional is a supportive management team that genuinely cares about their wellbeing too. When our team feels valued and supported, our customers receive the very best care.

CAN YOU SHARE A MOMENT WHEN YOUR TEAM MADE A REAL DIFFERENCE?

One moment that has stayed with me involved a customer whose family lived some distance away. They wanted their loved one to continue enjoying life, but

they could not always be there to create those special moments. That is where we became an extension of their family.

During conversations, the customer spoke about how much she missed visiting the seaside. So we decided to take her. We carefully planned every detail, considering accessibility, parking, quieter routes and places to rest so she could feel safe and comfortable throughout the day.

There was no rushing. We walked at her pace, enjoyed the sea views, shared fish and chips and an ice cream, and allowed her to enjoy being out again.

The smile on her face said everything. Her family told us how much it meant knowing that, even though they could not be there themselves, someone they trusted had helped create such a special memory.

That is what great home care is all about. It is not simply helping people live safely at home - it is helping them continue living a meaningful life.

HOW IS BRAEBURN CARE INNOVATING FOR THE FUTURE?

Innovation is not always about technology. Sometimes it is about identifying a gap and creating a service that genuinely improves people's lives.

Our recently launched Home from Hospital Support service is a great example. We recognised that many people



leave hospital medically fit but lacking the confidence or practical support they need during those first important days at home.

By bridging that gap, we help people settle back into familiar surroundings, support their recovery and provide reassurance to families.

Technology also plays an important role behind the scenes, helping us communicate effectively and ensure our Care Professionals have the information they need. However, innovation will always be about improving the experience for the people we support, not replacing the human connection at the heart of great care.

WHAT WOULD YOU LIKE PEOPLE CONSIDERING CARE TO KNOW ABOUT BRAEBURN CARE?

I would like people to know that asking about care does not commit them to anything.

Many families leave the conversation later than they should because they worry it means giving up independence. In reality, the right care at the right time can help someone remain independent, confident and living in their own home for much longer.

When someone contacts Braeburn Care, they receive honest advice from people who genuinely want to understand their situation and help them make the right decision.

We do not simply provide care - we become trusted partners during what can often be an emotional time.

That is the Braeburn Care difference. We care about the person first and the care second, because when you truly understand the person, everything else follows naturally.

GET IN TOUCH:

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Looking to find a new local care provider?

Braeburn Care, are a leading provider of home care services, to the residents of Tunbridge Wells, Tonbridge, Sevenoaks, Crowborough and surrounding areas across Kent and East Sussex. As a family-owned business, we are dedicated to providing compassionate and personalised community care services.



Our range of services includes:

- Personal Care
- Companionship
- Domestic Assistance
- Specialised Care
- Emergency & Respite Care
- Overnight Care
- Live-in Care

Whether you require short-term or longer term care and support services, our team at Braeburn Care can provide a complete care solution to meet your individual needs.

If you would like to learn more about our services and how we can support you or your loved ones, please do not hesitate to contact us today for a confidential, no-obligation chat.



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