

**Kim Guzowski**

Owner, Gentle Hands  
Caring Hearts Home  
Health  
(814) 881-6623  
kimmyjean.kg@gmail.com  
Erie County

**Industry:**

Home healthcare for  
seniors

**Year Founded:**

2017

**SBDC Assistance:**

Marketing

**Additional Partners:**

None

## New Home Health Care Business Focuses on a Holistic Approach to Senior Care

Gentle Hands Caring Hearts is a senior home health care business in Erie, PA.



*"I'm so excited to start on this new journey owning my own business. I've been so happy to have the SBDC's assistance in navigating this new territory." – Kim Guzowski, Owner*

Entrepreneur Kim Guzowski decided to start Gentle Hands Caring Hearts because of her passion for the care of the elderly. Kim came to the SBDC to receive help with her marketing materials and branding.

Kim decided that Gentle Hands Caring Hearts will start slowly with in-home senior care that includes tasks like cooking meals, assisting with bathing and dressing, administering pre-portioned out medications, and other tasks as deemed necessary.

Kim identified a gap in the market, however, related to other services that seniors might benefit from such as lawn care and snow removal. Her ultimate goal is to expand Gentle Hands Caring Hearts to include not just in-home care but other services that seniors might need as well to create a one-stop-shop for elderly care.

Kim worked with the SBDC to determine what information should be in a brochure that she'll distribute to local senior centers and interested clients. She will also use that information as the basis of her website copy. She worked with one of her children to create her logo and will be using that on all of her promotional materials both on and offline. Kim received a tutorial for starting her website from the SBDC related to what platforms are available to her and how she should approach developing content and the design.

Kim will continue to work with the SBDC on her website and eventually a social media presence. She's been working on a strategy for Facebook to start with a platform she's familiar with and comfortable using.

Moving forward, Kim will also work with the SBDC to expand her business as she has the resources available. Her family will likely manage the other areas of the business related to lawn care and snow removal. She's mentioned wanting help with the growth strategy and planning financially for other phases of the project.

