

Filling a Need with

by Bernadette Blaze

When Beverly Luce of Great Falls sent her second child off to college and her youngest was in her teens, the former RN was ready to re-enter the workforce. But instead of returning to traditional nursing, Luce wanted to do more. With her own mother in her 80s and living independently, Luce realized that this was not the case for a great



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number of seniors and wanted to provide an alternative.

“The senior population is growing and there is such a variety of needs to be filled,” says

Luce. “I wanted to be able to provide affordable services for seniors so that they are able to stay in their own homes and improve their quality of life,” she continues. So in 2005, Beverly and her husband Jim founded Anova Senior Kare in Reston. The mission of Anova Senior Kare (ASK) is to enable seniors to stay in their own home and help them and their families to remain in control of how things are done.

“The vast majority of seniors prefer to remain living in their own home versus having to move into an assisted living facility; we help them to accomplish that,” says Luce. ASK provides a comprehensive list of non-medical care giving services

ranging from companionship, meal planning and preparation to transportation, running errands and light housekeeping. ASK is also licensed by the state of Virginia for personal care. They recently launched a new service, SafeSenior™; a free, automated and interactive well-being call program designed for seniors as well as those individuals who have a senior family member or friend they are concerned about.

Luce prides herself on the extreme attention to client satisfaction. “Every person is unique and we go the extra mile to make sure that we match each client with the right personal assistant for the best possible



Care and Compassion

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fit.” Luce is highly selective of her staff. All personal assistants are thoroughly screened and hold the Certified Companion Aid designation. They develop a one-on-one relationship with each client and compassion is among their strongest qualities. “We make it a point to focus on the details so that the services we provide them are done the way the clients like it – just as if they were doing it

for themselves,” she explains.

Luce makes it a point to refer to the staff as “personal assistants” rather than caregivers. “Many seniors don’t like to view their assistance as being ‘taking care of,’” Luce explains. “A personal assistant is more along the lines of helping them do the things they want to do.”

“I am so blessed to have a wonderful administrative staff,” says Luce. And with over 25 years

in the health and life insurance environment as an IT, finance and operations executive, her husband Jim was the ideal person to serve as CEO. So what’s it like working side-by-side with your spouse of 33 years? “Easy,” says Luce. “Jim always makes me look good,” she continues. “He has a lot of expectations, but he’s wonderful.”