


As Seen In
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LEADING WOMEN IN BUSINESS PHILADELPHIA



Lisa Robinson, Founder and CEO, and Ronnie Winfield, Co-Founder and COO, My Independence at Home. Richard Wah Photography.

Named the 2018 Minority-Owned Small Business of the Year in Eastern Pennsylvania by the Small Business Administration, My Independence at Home is also certified as a Veteran-Owned Small Business as Robinson is a veteran of the United States Army.

 Lisa Robinson and Ronnie Winfield, Founder and Co-Founder of My Independence at Home, respectively, are changing the face of home care one consumer at a time. A nonskilled home care agency, My Independence at Home serves the elderly and adults with physical and intellectual developmental disabilities. Both women have personal experiences with home care; Winfield cared for her ailing father, and Robinson, a stroke survivor, credits her recovery to the care she received at home. These experiences led to the agency's founding in 2013.

Since its inception the agency has grown to more than 120 employees and serves more than 70 consumers with plans to soon offer additional services, including occupational therapy, physical therapy, registered nurses, and licensed nurse practitioners.



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A Passionate Approach to Home Care

The women also expect to expand the footprint of My Independence at Home beyond their home state of Pennsylvania.

"What sets us apart from other agencies is twofold: the manner in which we care for our consumers and how we treat our employees," says Robinson. "We are committed to the demographic we serve, appreciate the opportunity to be a part of their lives, and always ensure our employees know how much they are valued and appreciated. This is truly a team effort."

Robinson and Winfield credit much of their success to having the right individuals both in their office and in their consumers' homes by ensuring that employees share the agency's mission, vision, and commitment. "Home care is not easy, and it's imperative that we're thoughtful in our decision to place a caregiver in someone's home," says Robinson.

"Our caregivers must be committed, compassionate, and dedicated to improving the quality of life of our consumers," says Winfield. Each potential employee goes through a lengthy interview and orientation, ensuring they are a good fit for the agency. Their motto is that they wouldn't place anyone in your home whom they wouldn't feel comfortable placing in the home of their own loved one.

My Independence at Home provides services to private-pay consumers and those on the waiver program and is also active in community engagement, various charitable organizations, and social causes. Committed to providing quality and compassionate home care, they often provide a reprieve for family members caring for their loved ones, particularly those in underserved communities who often need the most assistance but don't know where to turn. "Those able to remain in their homes—in their communities near friends and family—are more likely to live longer, healthier, and happier lives," Robinson confirms.

"When someone is placed in a nursing home, they are often one of hundreds in that facility," she continues. "Removing someone from the home they've lived in for decades takes them away from cherished memories and typically leads to depression and a decline in health. We want to afford everyone the opportunity to remain in their communities while receiving the care they need and deserve in the comfort of their own home."

These Philadelphia women are
changing the face of home care,
one consumer at a time.

