

Growth and change were two big themes of 2020 for FirstLight Home Care. In addition to encountering increased demand and new pandemic-related guidelines, significant changes came from bringing Stephanie Madej, R.N., on board. Madej specializes in geriatric nursing and served as nursing director for an assisted living community in Omaha before joining FirstLight. “We’ve been able to upgrade everything from communication to client care to hiring, training, and retaining caregivers,” said Jaye Firmature McCoy. “Stephanie works closely with Care Coordinator Tracy Connor, who has been with us since the beginning.”

FirstLight’s Omaha franchise opened in 2010, and McCoy purchased it in 2014. “Growing up in the Firmature restaurant family taught me that customer service is everything,” McCoy commented. “We follow old-fashioned values like going the extra mile and doing what we say we’re going to do.”

McCoy’s company won the Integrity Award from the Better Business Bureau in 2017. Local caregivers include Stephanie King, who was honored as 2020 Caregiver of the Year by FirstLight Home Care. King was selected from 70 applicants in more than 200 franchises across 32 states.

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**IN-HOME
NON-MEDICAL CARE**

JAYE FIRMATURE MCCOY

FirstLight Home Care