



in the news



Clients and families inspiring to Preferred Health Care Services client care specialist

Darla Wilson-Branco enjoys working in caring, innovative company

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By Camille Jensen

It's the families and clients who make working at Preferred Health Care Services meaningful to client care specialist Darla Wilson-Branco.

"It just makes you choke up a bit when they thank you for a simple thing. . ."

— Darla Wilson-Branco, client care specialist, Preferred Health Care Services

Wilson-Branco, whose position involves communicating with a variety of stakeholders in the home-care sector, says helping a family through a difficult time is extremely satisfying.

"There are some just fabulous people out there (who) are faced with overwhelming situations but have maintained their sense of humour and

dignity," she says.

"It just makes you choke up a bit when they thank you for a simple thing as changing a schedule time, or a simple phone call about a change in their appointment. It makes you weigh things differently in your life, it just has to."

Wilson-Branco adds her own experience of taking care of her mother gives her a slight advantage when identifying with clients and their families.

"I have walked in their shoes," she says.

Wilson-Branco started with Preferred Health Care Services in 2003 as a personal support worker (PSW). At the time she says she didn't know anything about the company but chose the position after experiencing a "fun interview."

"If Preferred Health Care Services could make the interview process so non-stressful then they were the company for me," recalls Wilson-Branco.

Since then, Wilson-Branco says she has experienced a number of reasons validating her decision.

When working as a PSW, Wilson-Branco says she received considerable support from her nurse manager, Kathy Rimmer.

She adds she enjoys working with Preferred Health Care Services PSWs.

"They are a dedicated and passionate bunch but always have time to tell me a humorous story on the phone or just politely laugh at my lame jokes," she says.

In addition, the company's culture offers Wilson-Branco and others "creative freedom." She says management is always open to new ideas and concepts to improve productivity.

"They never make you

feel like your ideas are not considered. But once you get one that helps, you feel like you just invented the wheel," she says.

According to Wilson-Branco, what makes Preferred Health Care Services work at its best is the team truly cares for each other.

She credits director of client services Rene Rogers for being the zenith of compassion and office manager Aliya Janson for her professionalism and understanding.

After working as a PSW, Wilson-Branco was invited to become an administrative assistant. One year later she was promoted to client care specialist. These opportunities are helping her plan her future goals with the company.

"(Preferred Health Care Services president) Tracy Jones watch out," says Wilson-Branco, with a laugh.