

The Power of Caring

From 1986 to 1990, Frank Reed was held hostage in a Lebanon cell. For months at a time, Reed was blindfolded, living in complete darkness, or chained to a wall and kept in absolute silence.

On one occasion, he was moved to another room, and, although blindfolded, he could sense others in the room. Yet it was three weeks before he dared peek out to discover he was chained next to Terry Anderson and Tom Sutherland.

Although he was beaten, made ill, and tormented, Reed felt most the lack of anyone caring. He said in an interview with *Time*, "Nothing I did mattered to anyone. I began to realize how withering it is to exist with not a single expression of caring around me. I learned one overriding fact: caring is a powerful force. If no one cares, you are truly alone."

In the centers of Life Care and Century Park and in the work of Life Care at Home, our associates are called caregivers. Because of the gifts they have been given, they dispense care – or service – to our residents.

But more important than the physical, emotional or mental help provided to our customers is the compassion our associates share. They care.

And that, as Frank Reed testified, is powerful, indeed.

--Beecher Hunter