



## News

### 3 Ways for Homecare Service Providers to Better Serve LGBTQ Seniors and Benefit from this Emerging Market Demographic

April 27, 2021

Hinshaw partners Aimee Delaney, Adam Guetzow, and David Alfini teamed up with Vince Sanchez of Angel's Care Home Health Services, Inc. to author an article in *HomeCare Magazine* that discusses why LGBTQ seniors are emerging as an important new set of consumers of homecare services.

Currently, an estimated 2.7 million adults age 50 years or older identify as LGBTQ, a number expected to double by 2060. Yet, working with openly LGBTQ individuals is something that many aging services providers have not encountered in the past. To help these providers prepare for working with the LGBTQ client segment, the authors review the importance of making it clear - through their website and marketing materials - that their organization is welcoming to LGBTQ clients. They also describe the importance of adding LGBTQ competency training to their employee training programs, as well as providing "compassionate, optimal and ethical" patient care.

Workplace training programs like Hinshaw's [LGBTQ Corporate Equality Training Program](#) can help homecare providers prepare for working with LGBTQ seniors, while also helping create a more inclusive workplace.

[Download a copy of the full \*HomeCare Magazine\* article \(PDF\)](#)

"[More than Empty Promises: 3 ways to better serve LGBTQA seniors](#)" was published by *HomeCare Magazine*, April 20, 2021.

#### Want to learn more?

Hinshaw & Culbertson LLP, SAGE, and LeadingAge are co-sponsoring two forums focused on issues related to housing, medical care and aging services for LGBT older people. The roundtable panels will be held online Tuesday, May 11, and Thursday, May 13, in conjunction with National Honor Our LGBT Elders Day (May 16) and Older Americans Month. [Find more information on the webinar and register on SAGE's site.](#)

#### Attorneys

David J. Alfini

Aimee E. Delaney

Adam S. Guetzow

#### Offices

Chicago