



Home Care by Athena Outlines Founding Purpose and Experienced Caregiver Standards

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Home Care by Athena has outlined the purpose behind the agency and the standards it applies to every caregiver assignment, drawing on a family experience that shaped how Founder and Chief Executive Officer Carly Pickern thinks about non-medical in-home care. The locally owned Home Care Organization, which holds California license 314700059, presents that account on its public site along with the hiring, screening, and matching process used across South Placer County.

Pickern's understanding of home care began in childhood. Her uncle was a successful businessman and a quadriplegic who relied on a wheelchair and needed daily care. The caregiver who worked with him became part of the family, handling meals, personal care, and the details that made life at home possible while protecting his health, dignity, and independence. That arrangement kept him in the home he loved and gave the family confidence that he was in capable hands.

Home Care by Athena was created with that standard in mind. In Greek mythology, Athena is associated with wisdom, strength, protection, and guardianship, qualities the company says should mark care welcomed into a private home. The team reports more than 20 years of combined in-home care experience. Every caregiver

is a licensed Home Care Aide with at least two years in the field.

“Home care that keeps a person in the home they love changes the quality of life for an entire family,” Pickern said. “Caregivers are selected and matched as people who understand the responsibility of being welcomed into a home and trusted with someone a family loves. Families want more than a pair of hands. They want a team that will care, protect, and be present when it matters.”

Pickern holds the agency license, conducts in-home assessments, and writes the care plan. The home care agency matches a caregiver to the person, not only to the schedule, and introduces that caregiver before the first shift. Owners check in after care begins, and the plan is reviewed when needs change.

Trust standards on the company’s site are specific. Caregivers clear a California Department of Justice and FBI fingerprint background check before the first shift and are listed on the state Home Care Aide Registry. Work history and references are verified. Caregivers are W-2 employees of the agency, covered by its workers’ compensation and liability insurance, not independent contractors. The agency provides backup when a caregiver is ill and supervises the work.

Training before the first shift includes state-required content plus orientation in safe transfers, personal care technique, infection control, emergency procedures, communication, documentation, and client rights. Memory-loss assignments add dementia-specific training. Supervisory visits take place in the home, and annual continuing education is required to remain on the team.

Troy Greenway, co-founder, built the hiring systems, scheduling technology and relationships with local discharge planners and senior communities so the care team can stay focused on clients.

“We wanted the process to be clear from the beginning,” Greenway said. “That includes how caregivers are hired, how schedules are handled, and how we introduce a caregiver to a new household. We’re committed to finding the best match.”

The home care agency describes four commitments that govern the work: a clear plan, a named caregiver, and a specific schedule when families call under stress; direct communication, including when a situation needs more than non-medical home care can safely provide; respect for the client’s preferences, routines, and dignity; and local accountability, because the owners live in Placer County and reputation is built one family at a time.

Home Care by Athena is a licensed Home Care Organization, not a home health agency. Caregivers assist with daily living, including bathing, dressing, meals, mobility, medication reminders, transportation, housekeeping, supervision, and company. The agency does not administer medications, provide wound care,

give injections, or deliver therapy. Plans may combine companion care, personal care, dementia and Alzheimer's care, respite care, post-hospital support and 24-hour coverage.

Care Coordinator Ginelle Franklin Rowe coordinates schedules, introduces caregivers, and follows up after first visits. The service area includes Roseville, Rocklin, Granite Bay, Lincoln, Loomis and Auburn, plus nearby communities including Penryn, Newcastle and North Auburn. The public license record lists Strategic Athena LLC as licensee and shows no complaints or citations on file.

Home Care by Athena is a locally owned, state-licensed Home Care Organization providing non-medical in-home senior care in Roseville and South Placer County. The agency holds California Home Care Organization license 314700059, issued by the California Department of Social Services, Home Care Services Bureau.

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For more information about Home Care by Athena, contact the company here: Home Care by Athena
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Home Care by Athena

Home Care by Athena, founded in Roseville, CA, by Carly Pickern and Troy Greenway, brings 20+ years' experience to South Placer County. All caregivers are licensed Home Care Aides, and the owners personally answer every call for trusted, quality care.

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