



**Naomi Allen**  
Branch Manager – Market Harborough

## Meet Naomi, your Branch Manager for Market Harborough

### About me

Hi, I'm Naomi. Though I was born in Surrey and worked in Coventry, I'm now very much at home in the Lutterworth area. I've been working in care for some time now and I work really closely with my team to ensure that we ensure we always provide top quality support for our customers.

### My experience and expertise

Before I joined Helping Hands, I worked in a number of other care providers, starting as a care assistant and working in extra care facilities. These have allowed me to deepen my knowledge of different conditions and what is required for us to deliver outstanding care.

I also feel that my experiences have given me even further knowledge, which I can share with my own carers and help them develop as I have.

I always make a special effort to get to know each of my customers on an individual level and love visiting them as regularly as I can. My customers before I joined Helping Hands always told me I go above and beyond when it comes to supporting them, as well as being friendly and approachable. Comments like those really do mean a lot to me and they inspire me to be the best I can be.

I am a fully qualified Occupational Therapist, have a Level 5 Diploma in Leadership and Management in Health and Social Care, and am also a Dementia Champion with the Alzheimer's Society.

### Why I chose Helping Hands

I decided to join Helping Hands because I truly believe in the vision and values of the company. Ensuring we are providing the best care is a passion of mine and I have an amazing team of hard working and dedicated carers who do that. They are driven to provide personalised care which has the customers at its very heart.

