

From the Atlanta Business Chronicle:

<https://www.bizjournals.com/atlanta/news/2019/05/17/allied-health-professional-winnerexperience-built.html>

## Allied Health Professional Winner: Experience built in nursing, rehab and senior care led Beth Cayce to her calling

May 17, 2019, 5:45am EDT

For more than 44 years, Laura “Beth” Cayce has provided leadership, rehabilitation and health management services in a variety of senior living and health care settings. After holding positions at North Fulton Hospital, Piedmont Hospital, Northside Hospital, Wesley Woods, Community Home Health and TheraTx, where she was president of the Senior Living Division, PersonaCare, Cayce decided to create CaraVita Senior Care and CaraVita Home Care in 1998.

She wanted to serve the community where she lives, with the goal to help people stay as independent as possible at the homes of their choice.

This comes after a lifetime of connection with older adults.

“As a young kid I really enjoyed hanging out with older people. I was just always drawn to older folks,” she said. “I experienced situations while growing up where relatives, like grandparents, aunts and uncles, had dementia and Parkinson’s, and my family cared for them.”



JOANN VITELLI  
Beth Cayce

While working to build the rehab program at Hillhaven, a nationwide nursing home company with a facility in Marietta, her mind clicked on what her life's mission should be — she wanted to dedicate her life to helping people understand diseases like dementia and how to live a fulfilling, meaningful life in spite of the diagnosis.

“That was where I learned to care for people in a passionate way that was person-centered,” she said. “Rehab in the nursing home setting was just getting started then, and I thought, 'Some day I may just run the whole facility, not just the rehab,' and that is exactly what happened.”

About 20 years ago she started CaraVita. Approximately 10 years later, she decided to focus on the home care division of the business.

“I really felt the need and call to help families that were struggling at home make that transition from health care to home,” she said, adding that business has quadrupled since that decision.

Cayce is the winner of the Allied Health Professional award in the 2019 Health Care Heroes Awards sponsored by Atlanta Business Chronicle.

“Having worked for Beth for the last seven years and having known her for the last 11 years, I can personally say that she is one of the smartest, most passionate people I have ever known,” said Elissa Ewald, CaraVita's director of education and communications. “She is consistently using her talents in health care to improve lives, not only in her community, but across the world.”

At CaraVita, Cayce leads a workforce of over 450 nurses and caregivers who provide services to 400 people each day in their homes and in senior living facilities.

“I love to be able to take a disease that is difficult — dementia is hard for a family — and help that person and their family understand the disease and that they can still have quality of life,” she said. “The patient needs to understand they still have functions of the brain that can be used, and strengths. The family members providing the care need to be able to enjoy the family member again. Let others who are trained come in and help so that you all can engage.”

A pioneer in the field of dementia training, Cayce has been certified by the State of Florida for her two-day dementia course. She is a national certified trainer for

Second Wind Dreams' Virtual Dementia Tour and shares her dementia training with Georgia State University doctor of physical therapy students in a clinical setting. She is also passionate about bringing dementia awareness and training to Kenya through a nonprofit she co-founded, Care to Learn International.

“She has a powerful legacy of individuals she has mentored throughout her career who have continued their work in the field — whether in managing senior living communities, leading hospice companies, representing seniors in the legislature, or nonprofits that serve those living with dementia,” Ewald said.

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## **Laura “Beth” Cayce**

**Title:** CEO

**Company/organization name:** CVSC LLC, parent company of CaraVita HomeCare and CaraVita Senior Care

**Length of service in current position:** 20 years

**Length of service in profession/health care industry:** 44 years

**What has been the greatest reward of serving in the health care field?** Helping people with physical and cognitive challenges regain their lives and joy in living.

## **Tonya Layman**

Contributing Writer