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INSIDE LOCAL BUSINESS

LOCAL BUSINESS PEOPLE TO WATCH



Olga Brunner

Founder and president, A Good Daughter Elder Care Management, Boca Raton

Recent accomplishment: Selected as a participant in the first Boca Raton Community meeting of the Obama-Biden Transition Project on health care reform.

Why she's successful: Brunner, who has been in health care since 1973, is concerned about the negative changes she has seen, such as doctors who don't have enough time to spend with each patient. Seniors often don't get the attention they need unless there's an advocate assisting them. Brunner is passionate

about the need for health care reform. She formed her business after relocating to South Florida in 1977 to care for her mother, who was diagnosed with Alzheimer's-related dementia.

“We are like surrogate children. There are so many seniors living in the Palm Beach area. Their children are far away. The parents came here to retire, and now they are elderly and have Alzheimer's or fractured hips. The children need someone to be their eyes and ears. I go in with a nurse, do a comprehensive assessment and come up with a plan. ”