

Influential Women Profiles: Susan Norcom, CNA: Owner And Director Of Operations For TruFamily Resources LLC

GA, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- Compassionate Senior Care Advocate and Certified Nursing Assistant Helps Families Navigate Senior Placement, Care Coordination, and Life's Most Difficult Healthcare Decisions

Susan Norcom, CNA, is a compassionate senior care advisor and Certified Nursing Assistant whose life's work has been dedicated to helping seniors and families navigate some of their most difficult healthcare decisions. Based in the Atlanta metropolitan area, Susan has spent more than 20 years serving seniors through home healthcare, hospice support, and family resource advising. Her approach to caregiving is deeply personal, shaped by both professional experience and her 11-year journey caring for her own mother at home until her passing in 2025.



That experience profoundly influenced Susan's understanding of empathy, dignity, patience, and family-centered care. It also reinforced a belief she has carried throughout her life: caregiving is not simply a profession, but a calling and a purpose. Today, she brings that philosophy to her work as Owner and Director of Operations for TruFamily Resources LLC, where she helps families navigate the often overwhelming process of finding appropriate senior care and placement.

Through TruFamily Resources, Susan assists families in identifying care options that align with the needs, preferences, and circumstances of their loved ones. Her guidance encompasses assisted living, memory care, independent living, rehabilitation, hospice, and palliative care.

Rather than simply providing recommendations, she works closely with families throughout the process, helping them understand their options and navigate the practical responsibilities that accompany major care transitions.

Susan's support can include touring facilities, assisting with paperwork, helping families understand the placement process, and advocating for their loved ones after placement. Her involvement does not necessarily end when a senior moves into a new care environment. She remains committed to ensuring families have an advocate who can help them communicate their concerns and work toward the quality of care their loved ones deserve.

One of the defining aspects of Susan's work is her commitment to providing these services at no cost to families. During moments when families may already be facing emotional stress and difficult decisions, she seeks to remove additional barriers and make professional guidance more accessible. Her goal is straightforward: to make an overwhelming process easier while helping families feel confident that they are making informed decisions for the people they love.

Susan's professional background extends beyond senior placement. Her experience includes home healthcare, hospice support, insurance services, healthcare screening, volunteerism, and community outreach. She studied healthcare as a Certified Nurse Assistant at Chattahoochee Technical College, where she excelled academically while strengthening the knowledge and skills that would become central to her career.

Her motivation, however, has always extended beyond professional credentials. Susan attributes her success to determination and persistence. She acknowledges that her journey has not always been easy, but she continued moving forward and never quit. She believes her desire to serve others was instilled in her from childhood, when she frequently cared for her own mother.

That early experience ultimately became part of the foundation for a career dedicated to helping other families. Susan spent many years working in home healthcare, where she witnessed firsthand how compassionate support could change the lives of both patients and their families. Her work eventually intersected with the responsibility of caring for her own family, further deepening her understanding of the demands caregivers face.

For Susan, some of her proudest moments come when a family member tells her, "I'm so glad I have you, I could not have done this without you." Those words serve as a reminder that she is doing the work she was meant to do. Knowing that she can make a family's life easier and provide reassurance during a difficult period is what continues to motivate her.

Susan also emphasizes compassion and empathy as essential qualities for anyone entering the senior care field, particularly young women beginning their careers. She believes caregivers must have a genuine heart for people and maintain a high standard of care. Technical knowledge and

professional skills are important, but she believes they must be accompanied by empathy and a sincere desire to serve.

“One of the biggest challenges in this field is that you have to have a heart for people in general,” Susan explains. She has observed that when individuals do not fully understand the importance of compassion and empathy, it can hinder their ability to provide the best care possible.

She sees a significant opportunity in helping families who are encountering senior placement for the first time. When families begin the process, they can feel overwhelmed and unsure of where to start. Susan’s role is to provide clarity, guidance, and practical support when they need it most. Her goal is to complete five to 10 placements each month while continuing to make a meaningful difference in the lives of families. She is also willing to travel wherever necessary to help those who need her guidance.

Compassion, empathy, and high standards of care remain at the center of Susan’s professional and personal values. Her overarching responsibility, in her view, is to ensure families receive the best support she can provide while making their lives easier. Whether assisting with senior placement, hospice and palliative care, in-home care, or home health care, she strives to make a positive difference in every life she touches.

Outside of her professional responsibilities, family remains one of Susan’s greatest priorities. She enjoys spending time with her husband, with whom she travels in their RV and explores new places. She also treasures time with her adult children. Her daughter is an occupational therapist living in Charleston, South Carolina, with her husband, while her son lives locally and is a welder. Susan is also looking forward to becoming a grandmother, with her daughter planning to start a family in the coming year.

Through decades of caregiving, family experience, and community service, Susan Norcom continues to demonstrate the profound impact of compassionate advocacy. Her work reflects a lifelong commitment to giving back, supporting families, and ensuring seniors receive dignity and appropriate care. Whether guiding a family through a difficult placement decision or simply offering reassurance when it is needed most, Susan remains dedicated to making lives easier—one family at a time.

Learn More about Susan Norcom:

Through her Influential Women profile, <https://influentialwomen.com/connect/Susan-Norcom> or through TruFamily Resources, <https://www.trufamilyresources.com/home>

Influential Women

Influential Women provides a platform where women from all backgrounds can connect, share

their perspectives, and create content that empowers themselves and others. Through storytelling, thought leadership, and creative expression, Influential Women amplifies voices that inspire change.

Editorial Team
Influential Women
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/936617308>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.