



Justin Atkins

FOUNDER & CHIEF EXECUTIVE OFFICER

South West Georgia Homecare

- Founder and chief executive leading rural home care and health-technology development in Southwest Georgia.
- Albany native building family-first, technology-supported care infrastructure.
- Advocate for caregiver dignity, healthcare access, and rural community support.



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South West Georgia
HOMECARE

SOUTH WEST GEORGIA HOMECARE

Executive Biography

EXECUTIVE LEADERSHIP

Justin Atkins is the Founder and Chief Executive Officer of South West Georgia Homecare, an Albany-based home care and healthcare technology company building integrated infrastructure for non-medical home care and rural telehealth access across Southwest Georgia. He leads company formation, strategy, technology development, and community partnerships as the organization prepares for service launch.

ORIGIN AND MISSION

Born in Albany with deep family roots across Southwest Georgia, Justin founded the company from firsthand experience. Growing up alongside a brother with cerebral palsy, he watched his mother struggle to find reliable caregivers and clear guidance about available resources. That lived experience defined his conviction: families in rural communities deserve dependable, dignified care delivered by well-supported professionals.

TECHNOLOGY AND RURAL HEALTH ACCESS

Recognizing the geographic and clinical challenges facing rural Georgia, Justin leads the company's dual-track model: compassionate in-home personal care paired with the Healthcare Access Network, a telehealth framework designed to help independent licensed clinicians connect with homebound patients without technology friction. Participating providers retain full clinical responsibility and independence.

COMMUNITY COMMITMENT

Justin is focused on advancing economic opportunity and healthcare access throughout Dougherty County and the surrounding rural communities, working with local clinicians, healthcare organizations, and workforce partners to build lasting community care capacity.

"Technology alone doesn't deliver care, but when you pair connected coordination with dependable caregivers on the ground, you transform what rural home care can be."

JUSTIN ATKINS · FOUNDER & CEO