



Media Contact:

Kathryn Zaskorn
Public Relations and Marketing Manager
650-462-9501
kzaskorn@homecareassistance.com

Home Care Assistance Clients Thrive with the Balanced Care Method™

The proprietary, research-based approach to care is helping to change the way seniors age by promoting healthy longevity

(Palo Alto, CA - June 17, 2013) [Home Care Assistance](#), North America's leading provider of in-home care, continues to offer a higher quality of care with its proprietary [Balanced Care Method](#). Not content with the existing in-home care paradigms, which tend to focus solely on assistance with activities of daily living, Home Care Assistance designed the Method to promote healthy mind, body and spirit. The company has received overwhelmingly positive feedback from medical and senior care professionals, praising the holistic and innovative approach to care.

Based on scientific studies of the world's healthiest seniors, the Balanced Care Method captures five key behaviors correlated with healthy longevity: healthy diet, physical exercise, active social ties, mental stimulation and sense of purpose. Caregivers are professionally trained to incorporate each area of the Method in daily care to ensure that the high-caliber, customized care is provided to every client. For example, caregivers have access to healthy meal preparation training through the company's Home Care Assistance University online portal. Home Care Assistance also recently published a cookbook, *Comfort Foods: A Healthy Twist on Classic Favorites*, which provides healthy, tasty alternatives to traditional dishes, such as "fried chicken" baked with a corn flake crust.

"To truly fulfill our mission to change the way the world ages, it's important to not only educate our local teams and clients on healthy aging and wellness, but also to provide this knowledge to our communities," said Lily Sarafan, President of Home Care Assistance. "We believe that empowering people to be proactive and informed when it comes to their health will lead to better lifestyle decisions, ultimately improving their quality of life."

In addition to education around nutrition, Home Care Assistance caregivers are also trained to promote physical activity among their clients, tailored to client mobility and preferences. Consistent exercise has been shown to delay memory loss, slow cognitive decline and

muscle atrophy and boost mood and mental wellbeing. The vast majority of Home Care Assistance clients experience significant physical improvement through the program.

Ongoing client monitoring and quality assurance enables care managers to develop personalized care programs that incorporate client preferences, personality and history. For example, if a client expresses a love of music and values active membership in community groups, a care manager would format a care plan with a dedicated focus on facilitating social ties and active engagement with music.

The Balanced Care Method is unlike any other care program in its tailored and research-based approach to longevity. The focus on overall wellbeing results in clients and caregivers reporting higher degrees of satisfaction and fulfillment, and is sure to continue setting the benchmark for excellence in the industry.

For more information on Home Care Assistance's Balanced Care Method and their expertly trained caregivers, please visit www.HomeCareAssistance.com or call 1-866-454-8346.

ABOUT HOME CARE ASSISTANCE

Home Care Assistance is the leading provider of home care for seniors across the United States and Canada. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in Live-In care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2013 Franchise500® and Inc. 5000 Company, Home Care Assistance has received numerous industry awards including Entrepreneur's Fastest-Growing Franchises and Franchise Business Review's Top 50. For more information about Home Care Assistance, our services and franchise opportunities, visit homecareassistance.com or franchise.homecareassistance.com.