



**Media Contact:**

Kathryn Zaksorn  
Public Relations and Marketing Manager  
650-462-9501  
[kzaksorn@homecareassistance.com](mailto:kzaksorn@homecareassistance.com)

## **Leading In-Home Senior Care Company Recognizes Family Caregiver Month with Public Webinar**

*The next installment in Home Care Assistance's Healthy Longevity Webinar Series will be presented by Barbara Kivowitz and Roanne Weisman, co-authors of the book, *In Sickness As In Health: Helping Couples Cope with the Complexities of Illness*, on Friday, November 15th at 11am Pacific, 2pm Eastern*

(Palo Alto, CA – October 22, 2013) – [Home Care Assistance](http://www.homecareassistance.com), North America's leading provider of in-home care, is dedicating the next webinar in its widely acclaimed Healthy Longevity Series to Family Caregivers Month. The public webinar, "For Couples and Caregivers: Coping with the Complexities of Chronic Illness," will be held on Friday, November 15<sup>th</sup> at 11am Pacific, 2pm Eastern. Presented by Barbara Kivowitz and Roanne Weisman, the webinar will cover what happens when chronic illness becomes part of a relationship and how to balance the roles of caregiver and loved one to ensure optimal support. Using real families' stories as well input from experts, the co-authors will share practical guidance for family caregivers on navigating and balancing the medical and relational mazes that often develop when one is diagnosed with a chronic illness. Space is limited, so reserve your seat as soon as possible by registering here: <https://www3.gotomeeting.com/register/285494694>.

"We are looking forward to Barbara and Roanne's discussion on the intersection of illness and relationships and what that means for family caregivers," said Kathryn Zaksorn, Marketing Manager of Home Care Assistance. "Taking on the role of primary caregiver can be very stressful. In addition to the emotional toll of having a loved one diagnosed with a chronic illness, balancing the tasks of caregiving with other duties can not only have negative effects on mental and physical health but can also create tension in the relationship between the caregiver and the person receiving care. Redefining roles in the reality of the new relationship is necessary for optimal wellbeing for all involved."

Barbara and Roanne not only have extensive professional backgrounds in the fields of healthcare and caregiving, but also have personal experience with the role of chronic illness in relationships. Barbara is a therapist, organizational consultant and advisor to several health systems. Her articles on couples and illness and on living with pain have been published in *Women's Day* and the Journal of the American Pain Foundation. Roanne is an award-winning author of seven trade health books published by McGraw Hill, Harvard Medical School and Health Communications, Inc. Her feature stories have appeared in magazines including *Prevention*, *Country Living*, *Alternative Medicine*, and *Body and Soul*, as well as magazines from

Massachusetts General Hospital and Beth Israel Deaconess Medical Center, both teaching institutions of Harvard Medical School.

Home Care Assistance's advocacy efforts for family caregivers extend well beyond the upcoming webinar. Through various community outreach and education initiatives, the company seeks to support and educate family caregivers so that they can maintain their own health while ensuring the highest quality of life for their loved ones. Home Care Assistance's [Caregiver Health Assessment](#) is just one of the many tools the company has created for family caregivers to evaluate the impact caregiving has on their health.

For more information about Home Care Assistance, visit [www.HomeCareAssistance.com](http://www.HomeCareAssistance.com). For additional resources for family caregivers, call a local Home Care Assistance office at [1-866-454-8346](tel:1-866-454-8346) and speak to one of the care managers today.

### **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](http://homecareassistance.com) or [franchise.homecareassistance.com](http://franchise.homecareassistance.com).