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Lily Sarafan, President of Home Care Assistance, Keynote Speaker at Maryland National Capital Home Care Association Conference

An expert on aging, senior care and healthy longevity, Lily Sarafan, President of Home Care Assistance, delivers a keynote address to a group of senior care industry leaders

(Palo Alto, CA – October 25, 2012) – Home Care Assistance, North America's premier provider of in-home care, is proud to announce that President and COO, Lily Sarafan, was recently honored as a keynote speaker at the Maryland National Capital Home Care Association (MNCHA) annual conference. Sarafan was introduced by Maura Barillaro, who serves as a MNCHA board member and is the Director of Nursing for Home Care Assistance.

Sarafan addressed her remarks to the growing private duty home care industry, discussing the current state of in-home care business and the challenges companies will face as regulations, competition and client needs evolve over time. With 9 out of 10 older adults preferring to remain in the comfort of their own home as they age, and with data showing that chronic conditions are better treated in the home, Sarafan discussed the opportunities available to in-home care companies while also citing the importance of high-quality care and attention to detail.

As she highlighted in her presentation, Home Care Assistance continues to focus on innovation and growth to better serve their clients and encouraged other private-duty home care companies to also prioritize these two factors. With an average of 4000 individuals turning 85 each day, prospective clients that come to Home Care Assistance often are seeking information and guidance as much as they are seeking service, she explained. The company has responded by publishing an award-winning series of senior wellness books, hosting webinars with experts on aging, and partnering with research leaders in community education and outreach. By becoming more than a basic care provider, Home Care Assistance has been able to reach out and inform the marketplace of the benefits of in-home care.

"We were very proud to have Lily represent Home Care Assistance at this conference," said Ken Hansen, Home Care Assistance East Coast Vice President. "She electrified the audience and illustrated how Home Care Assistance is a real leader in this field."

With a higher level of resources, attention to detail and disciplined caregiver selection and training

programs, the best home care agencies can continue to thrive despite changes in the industry, Sarafan explained. Yet, as Home Care Assistance has shown, constant dedication to improving client well-being must always be a central goal.

Image: Lily Sarafan, President, is joined by Ken Hansen, East Coast Vice President, during the annual Maryland National Capital Home Care Association conference.

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 2012 Franchise500® 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.