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Home Care Assistance to Present Second Webinar in 3-Part Series on Alzheimer's and Dementia Care for FREE Continuing Education Units

Home Care Assistance, the premier provider of in-home care for seniors, is offering free continuing education credits (CEUs) as part of its ongoing Healthy Longevity Webinar Series; the program has been adapted for CEU accreditation in collaboration with the American Society on Aging (ASA)

(Palo Alto, CA – October 22, 2012) – Home Care Assistance, North America's premier provider of in-home care for seniors, partnered with the American Society on Aging (ASA) to present a series of three web seminars addressing best practices in working with clients who have Alzheimer's and other dementias. The CEU courses are offered free to all registrants, courtesy of Home Care Assistance as part of its extremely well-received educational Healthy Longevity Webinar Series. This series is the ideal opportunity for professionals from a wide spectrum of fields, ranging from social workers to nurses to care managers and many more, to earn CEUs while simultaneously gaining valuable information that will be beneficial in advancing their careers and strengthening their client relationships. The first webinar, held in October, was a huge success with over 1000 registrants.

According to one listener: "I thought it was an excellent presentation! All three presenters were well organized and the slides were relevant. I also appreciated the questions and answers portion of the presentation. Thank you for the excellent webinar."

The second installment of the series entitled "Recreational and Social Activities: Non-Pharmacological Interventions for Dementia" will be held on Tuesday, November 6th at 11 AM Pacific, 2 PM Eastern.

Participants in this web seminar will:

- Understand the effects of dementia on a person's life and the importance of recreational and social activities.
- Learn about recreational activities that are interactive and engaging.
- Receive strategies for making routine activities recreational and strategize ways of socially engaging clients.

"We are thrilled with the overwhelming response to the first webinar and hope that the second session is even better. Part of the reason we decided to host this CEU Series was to thank the many senior care professionals with whom we work throughout North America who go above and beyond to support older adults in their communities," said Lily Sarafan, President of Home Care Assistance.

The final webinar titled “Cognitive and Sensory Activities: Non-Pharmacological Interventions for Dementia” will be held on Tuesday, December 4th at 11 AM Pacific, 2 PM Eastern.

Pre-registration is required for all webinars. Participants can pre-register through the ASA’s website at <http://asaging.org/healthy-longevity-series>; click on the desired web seminar and follow the instructions.

Professionals will take a short survey online after the webinar and then will receive one hour of CEU credit through the ASA. If a senior care professional is unable to participate in the live webinar but would still like to obtain CEUs, a recorded version will be available online for 30 days after the live presentation. Pre-registration is also required to access the recorded webinars.

CEUs are available if the senior care professional is licensed in a field or profession from one of the boards listed below. Professionals who are not sure whether the licensing organization will accept a particular board’s CEUs should contact the organization before making their selection.

- American Occupational Therapy Association
- Association of Social Work Boards
- Bryn Mawr College Graduate School of Social Work and Social Research
- California Association of Drug and Alcohol Counselors
- California Board of Behavioral Sciences
- California Board of Registered Nursing
- National Academy of Certified Care Managers
- National Association of Long Term Care Administrator Boards
- National Board of Certified Counselors National Commission for Health Education

For more information about Home Care Assistance, visit www.HomeCareAssistance.com. For additional professional resources, call a local Home Care Assistance office at 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 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.

ABOUT THE AMERICAN SOCIETY ON AGING

The American Society on Aging (ASA) is one of the nation’s largest associations of professionals working in the field of aging. ASA is a multidisciplinary professional association that produces a comprehensive array of educational programs and publications. ASA’s comprehensive resources, publications and educational programs are designed by experts in the field to enhance the knowledge and skills of people working with older adults and their families in a wide range of disciplines and settings. ASA members come from a multitude of professions ranging from the aging network to business and health care to form a larger community whose purpose is to learn, network and exchange

ideas and connect with others who work with older adults. Members, subscribers and partners include social service and health care practitioners, educators, researchers, policymakers and leaders of the business and nonprofit sectors.