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Stephen Tweed Receives Kathy N. Johnson Award for his Work in the Senior Care Field

(Louisville, KY– September 27, 2011) - Leading Home Care, a Tweed Jeffries company based in Louisville, Kentucky, is proud to announce that Stephen Tweed, CSP and CEO, was selected as the recipient of the **2011 Kathy N. Johnson Award in Senior Care**. Presented at Home Care Assistance's Annual Convention in Vancouver, BC by Lily Sarafan, President and COO, Tweed was recognized for his groundbreaking work in the home care field. The annual award is organized by Home Care Assistance CEO Kathy N. Johnson, PhD, CMC who wanted to recognize leaders in the senior care field.

"After careful consideration of our finalists, we were confident that Stephen was the ideal recipient of our 2011 award," said Sarafan. "Our mission at Home Care Assistance is to change the way the world ages by embracing a positive, balanced approach to aging; we found a friend and partner in Stephen who promotes the same philosophy and has brought tremendous awareness to the non-medical home care industry."

The 2010 recipient of the award was Dr. Dennis McCullough, an in-the-trenches family physician and geriatrician. Dr. McCullough is a graduate of Harvard College and Harvard Medical School and serves on the faculty of Dartmouth Medical School. He is the founder of the Slow Medicine movement and author of ***My Mother, Your Mother: The Compassionate Approach to Caring for Aging Loved Ones***.

Tweed's accomplishments to date include: authoring the book, ***Strategic Focus: A Game plan for Developing Competitive Advantage***, in addition to co-authoring five more books written specifically for the home health care industry; holding the position of editor for ***Home Health Care Today*** and ***Private Duty Today***, go-to newsletters for executives across home health care agencies and non-medical home care companies; serving on the Board of Directors for three not-for-profit home health agencies in Pennsylvania and Kentucky and as the Interim President and CEO of the Visiting Nurse Association of Louisville.

He is also the creator of Caregiver Quality Assurance®, a nationwide program to help home care companies improve the quality of their caregivers, reduce turnover and increase client satisfaction.

"I am honored to receive the Kathy N. Johnson Award in Senior Care," said Stephen Tweed, CSP and CEO of Leading Home Care. "Kathy and her team at Home Care Assistance have created an amazing company serving thousands of seniors across the country. Together, we share a commitment for recruiting and selecting the very best caregivers."



In addition to his roles as speaker, author, consultant, board member and CEO, he is also a consumer of home care services. Tweed is the father of a 39-year-old son who is physically disabled, lives in a wheel chair and benefits from home care services on a daily basis.

For more information about Leading Home Care of Stephen Tweed, visit: www.leadinghomecare.com.

For more information about Home Care Assistance, visit: www.homecareassistance.com or our franchise site: franchise.homecareassistance.com.

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 2011 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 LEADING HOME CARE

Leading Home Care... a Tweed Jeffries company is a boutique consulting and publishing company serving home health care, hospice, and non-medical home care. We work with home care organizations that want to grow, and with home care leaders who want to get ready for the future. Leading Home Care is also the creator of *Caregiver Quality Assurance*®, an online pre-employment assessment process for helping home care companies recruit, hire, and select the very best caregivers. For more information, visit: www.leadinghomecare.com, www.privatedutytoday.com, www.caregiverquality.com and www.selectacaregiver.com