



Media Contact:

Kathryn Zaskorn
Direct of Franchise Marketing
650-462-9501
kzaskorn@homecareassistance.com

Home Care Assistance Celebrates Opening of Rockwall, TX Office with Ribbon Cutting Ceremony

Senior care leader, Home Care Assistance, will be hosting a Grand Opening Event sponsored by the Rockwall Chamber of Commerce on Thursday, August 11th from 1pm to 3pm

(Rockwall, TX—August 8, 2016) [Home Care Assistance of Rockwall](#), a leading provider of in-home care for seniors, is pleased to announce the grand opening of its office in Rockwall, Texas. The Grand Opening Event will be held on Thursday, Aug 11th from 1pm to 3pm. The Rockwall Chamber of Commerce will be conducting a ribbon cutting ceremony at 1:20 pm, followed by food and refreshments.

“I am excited to share what makes Home Care Assistance unique in the home care industry and I am confident we will be a great resource for seniors and others in the Lake Ray Hubbard community,” said Steve Hanson, owner of Rockwall Home Care Assistance. “At the Grand Opening Event we will be discussing and demonstrating our key differentiators such as our proprietary approach to aging and care, the Balanced Care Method™, our activities-based intervention program designed to delay cognitive decline, the Cognitive Therapeutics Program, and our proprietary online Home Care Assistance University, which we use to train caregivers.”

Based on the scientific studies of the world’s healthiest seniors, the Balanced Care Method™ promotes five key lifestyle behaviors correlated with healthy longevity: healthy diet, physical exercise, active social ties, mental stimulation and a sense of purpose and calm. Caregivers are professionally trained to incorporate the Method into daily care to encourage healthy mind, body and spirit. For example, caregivers have access to healthy meal preparation training through the company’s online Home Care Assistance University.

Home Care Assistance will be demonstrating the unique and proprietary Cognitive Therapeutics Method, an activities-based program that is designed to delay cognitive decline associated with various forms of dementia including Alzheimer’s, vascular dementia, Parkinson’s and Lewy Body disease. The program addresses each of the five cognitive areas of the brain including memory, language, attention, visual spatial relations and executive functions. This service is provided by the company’s trained caregivers at no additional cost to their clients.

Rockwall Home Care Assistance is very selective in terms of screening and hiring caregiver applicants. Background checks, reference checks and work authorization are all completed along with a proprietary

Caregiver Personality Screening. The screening is used to verify applicants' suitability for a caregiving career by assessing traits such as honesty, kindness and conscientiousness. The company views each client as if he or she were their own parent and spend time matching the client with the best skilled caregiver for his or her needs and personality.

Home Care Assistance provides hourly and live-in services, allowing seniors to remain safely in their homes. Having an experienced and professional caregiver in the home of the client also provides family members respite and peace of mind. Caregivers utilize a holistic approach to aging, encouraging independence and engaging clients in physical, mental and social activities, in addition to assisting with meal preparation, personal hygiene, bathing, medication reminders, transportation and more.

Home Care Assistance staff is available 24/7 to provide experienced, trustworthy caregivers to help with all home care needs for seniors: transportation, healthy meal preparation, companionship, socialization, activities, personal care, medication reminders and dementia care services.

Rockwall Home Care Assistance serves the entire Lake Ray Hubbard Community including Rockwall, Heath, Rowlett, Forney, Sunnyvale, Royse City, Garland and Fate. Call 972-722-7833 or visit www.HomeCareAssistanceRockwall.com to learn more about the company's superior in-home care services and to schedule a free in-home assessment.

ABOUT HOME CARE ASSISTANCE

[Home Care Assistance](http://www.homecareassistance.com) is the leading provider of home care for seniors across the United States, Canada and Australia. 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 daily care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2016 Franchise500®, Inc. 5000 Company and one of the [50 fastest](#) growing women-owned companies worldwide in 2016, Home Care Assistance has received numerous industry awards including Entrepreneur's Fastest-Growing Franchises and Franchise Business Review's Top 50. The company was recognized as a [2016 Endorsed National Provider](#) by the home care industry's leading research firm, Home Care Pulse. Home Care Assistance CEO Lily Sarafan was also named Health Care Executives' [2016 Woman of the Year](#). For more information about Home Care Assistance, our services and franchise opportunities, visit <http://www.homecareassistance.com>.