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## **Home Care Assistance of Naples Hires Tina Holmes as Business Development Manager**

*Holmes, who was hired as the new Business Development Manager, will play an integral role in developing relationships with key health care professionals and communities, so that together they can better serve the rapidly growing senior population in the Collier and Lee County areas*

(Naples, FL –October 18, 2016) **Home Care Assistance of Naples**, a leading provider of in-home care for seniors, is proud to welcome Tina Holmes as the company's new Business Development Manager. With over 15 years of professional experience in sales and marketing, Holmes is enthusiastic about educating the community on the exceptional level of care Home Care Assistance offers and where most seniors prefer, at home.

Tina has past experience in the health care industry working in a trauma department at a large medical center; she is thrilled to be in such a gratifying career in which she can help people live happier, healthier lives. By working for Home Care Assistance, she feels as though she is able to make a difference in people's lives and assist those who have health care needs. She is currently pursuing her master's degree in health services administration and believes that Home Care Assistance is the perfect place for her to follow her passion, meeting new and exciting people every day and dedicating her work to helping seniors and their families.

"At Home Care Assistance, our mission is to change the way the world ages," said Tina. "I believe that the care we offer in accordance with the Balanced Care Method™, a holistic approach to care, and the Cognitive Therapeutics Method, a proactive approach to brain health, is what differentiates us from other home care providers."

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.

As the leading provider of daily care, Home Care Assistance staff is available 24/7 to provide experienced, trustworthy caregivers to help with all home care needs for seniors including transportation, healthy meal preparation, companionship, socialization, activities, personal care, medication reminders and dementia care services. Home Care Assistance caregivers are bonded, insured, covered by Workers' Compensation and screened for criminal backgrounds and driving histories to ensure that clients receive the best care from the most qualified, trustworthy caregivers. Professional, compassionate caregivers encourage independence and engage clients in physical, mental and social activities, providing safety and comfort to seniors and respite and peace of mind to their family members.

To learn more about Home Care Assistance of Naples, please visit [www.HomeCareAssistanceNaples.com](http://www.HomeCareAssistanceNaples.com) or call at 239-449-4701. The office is located at 3605 Tamiami Trl. N. in Naples, FL.

### **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 daily care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2016 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 <http://www.homecareassistance.com>.