



**Media Contact:**

Kathryn Zakskorn  
Director of Franchise Marketing  
650-462-9501  
[kzakskorn@homecareassistance.com](mailto:kzakskorn@homecareassistance.com)

## **Home Care Assistance Announces Opening of New Plano, TX Office**

*In-home care leader, Home Care Assistance, will provide home care services for the growing senior population in Plano, TX*

**(Plano, TX – October 19, 2016)** [Home Care Assistance of Plano](#), the premier home care provider, is pleased to announce the opening of its new office, which will serve the Plano, TX community. This location is the 153<sup>rd</sup> Home Care Assistance office in North America and is opening during a stage of incredible growth and measured success for Home Care Assistance. The office is located at 4709 W Parker Rd., Suite 470 in Plano, TX.

“I am excited to share the unique and innovative programs offered by Home Care Assistance as a resource for the communities in Plano and the surrounding area,” said Raz Silberman, owner of Home Care Assistance of Plano. “At Home Care Assistance, our mission is to change the way the world ages through distinct offerings such as our proprietary Balanced Care Method™ based on the scientifically studied lifestyles of the longest living people on Earth and our Cognitive Therapeutics Method™, an activities-based program designed to delay the onset of cognitive decline.”

Home Care Assistance hires only the most qualified and compassionate individuals as caregivers to serve the evolving needs of the company’s clientele; Home Care Assistance accepts only one out of every 25 caregiver applicants on average. Applicants undergo thorough screening including background checks, reference checks and work authorization. A proprietary Caregiver Personality Screening test assesses each applicant’s traits, such as kindness, honesty and conscientiousness.

Kathy Caldwell, Client Care Manager at Home Care Assistance Plano, upholds these standards in the highly-selective hiring process. Along with her compassion and professional expertise, Kathy matches clients with the caregiver best-qualified for his or her unique needs and preferences and treats every client as though he or she were a part of her own family.

Nine out of ten seniors prefer to age in the comfort of their own home, yet thousands of seniors still move to facilities every year. A professionally trained and compassionate caregiver can provide the support to help each senior age safely and independently for as long as possible where they prefer: home. Home Care Assistance caregivers provide the following services to help seniors live well at home: hourly and live-in care, meal preparation, transportation, walking/transferring assistance, medication reminders, companionship and more.

To learn more about what Home Care Assistance has to offer or to schedule a free in-home assessment, please visit [www.homecareassistanceplano.com](http://www.homecareassistanceplano.com) or call 214-586-0120 today. Home Care Assistance of Plano is located at 4709 W Parker Rd., Suite 470 in Plano, TX.

## **ABOUT HOME CARE ASSISTANCE**

Home Care Assistance 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 Live-In care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2015 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 [homecareassistance.com](http://homecareassistance.com).