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## **Home Care Assistance Celebrates Opening of Colorado Springs, CO Office with Ribbon Cutting Ceremony**

*Senior care leader, Home Care Assistance, will be hosting a Grand Opening Event sponsored by the Tri Lakes Chamber of Commerce on Thursday, January 19<sup>th</sup>, from 4:30pm to 6pm*

**(Colorado Springs, CO – January 17, 2017)** [Home Care Assistance of Colorado Springs and El Paso County](#), a leading provider of in-home care for seniors, is pleased to announce the grand opening of its office in Colorado Springs, CO. The Grand Opening Event will be held on Thursday, January 19<sup>th</sup> from 4:30pm to 6pm. The Tri Lakes Chamber of Commerce will be conducting a ribbon cutting ceremony at 5pm followed by food and refreshments.

“We are excited to share what makes Home Care Assistance unique in the home care industry and we are confident we will be a great resource for seniors and others in the Colorado Springs/El Paso county community,” said Mark Silvanic, owner of Home Care Assistance of El Paso County. “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 Method™, and our proprietary online HCA University, an online training platform for 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.

We will be demonstrating the unique and proprietary Cognitive Therapeutics Method, an activities based protocol that is designed to delay the onset and slow the progression of cognitive decline associated with various forms of dementia including Alzheimer’s, vascular dementia, Parkinson’s and Lewy Body disease. The practice addresses five cognitive domains in the brain including memory, language, attention, visual spatial relations and executive functions. This service is provided by our trained caregivers at no additional cost to our clients.

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. We view each client as if he or she were our 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.

Home Care Assistance of El Paso county serves Colorado Springs, Monument, Rockrimmon, Flying Horse, Broadmoor, and surrounding communities! Call Home Care Assistance at 719-822-1229 or visit <http://homecareassistancecsprings.com/> to learn more about the company's superior in-home care services and schedule a free in-home assessment.

#### **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 and 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 fastest growing company, and one of the 50 fastest growing women-owned companies worldwide in 2016, the company was also recognized as a 2016 Endorsed National Provider by the home care industry's leading research firm, Home Care Pulse. Home Care Assistance's CEO Lily Sarafan was also named Health Care Executives' 2016 Woman of the Year. For more information about Home Care Assistance, visit [www.homecareassistance.com](http://www.homecareassistance.com).