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Home Care Assistance Sets Itself Apart from the Pack

The senior home care company with locations across North America continues to differentiate itself in a rapidly growing industry

(Palo Alto, CA – June 18, 2013) Home Care Assistance, North America's leading provider of in-home care, is committed to providing seniors with high-quality care that enables them to age well in the comfort of their own homes. With a 97 percent client satisfaction rate—unparalleled in the industry—it's clear that the company is achieving its mission to change the way the world ages.

Coined the “home care company with a Silicon Valley soul” by [Fox Business](#), Home Care Assistance is an innovator in the senior care space; the company has created an online university to provide ongoing caregiver training in important areas like Alzheimer's care, healthy cooking techniques, and post-hospitalization care. Home Care Assistance also hosts a free public [webinar series](#), partnering with internationally recognized healthcare professionals such as Dr. Gary Small, a *New York Times* best-selling author and dementia expert, as well as leading clinicians from the Cleveland Clinic.

“Ideas are free, but execution is priceless,” said Lily Sarafan, President of Home Care Assistance. “You have to be innovative in what you are developing and look at every product or service to make sure it fits with your mission. Only then will you see the tangible results of something that started out as just a great idea.”

As the number of seniors requesting in-home care services has increased exponentially, the company has evolved in its pursuit to change the way the world ages. From its proprietary Balanced Care Method, an evidence-based approach to home care that incorporates the lifestyle factors tied to healthy longevity, to the company's award-winning senior wellness book series, Home Care Assistance has truly set itself apart as an aspirational brand for high quality senior care.

With a pipeline of exciting new offerings, from web-based care notes that allow family members to see status updates on their loved ones at any time and from anywhere, to

dozens of new offices opening throughout North America, Home Care Assistance will continue revolutionizing what it means to age well.

For more information about the distinguishing qualities that make Home Care Assistance the premier senior home care company in North America, please visit www.HomeCareAssistance.com or call 1-866-454-8346.

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 2013 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 or franchise.homecareassistance.com.