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Home Care Assistance Receives 2014 Home Care Pulse and Best of Home Care® Endorsed National Provider Awards

Home Care Assistance is recognized as one of the top home care agencies in North America based on client satisfaction

(Palo Alto, CA – March 25th, 2014) [Home Care Assistance](http://www.homecareassistance.com), a leading provider of in-home care for seniors, is honored to receive the 2014 Home Care Pulse and Best of Home Care Endorsed National Provider awards. As a Home Care Pulse and Best of Home Care Endorsed National Provider, Home Care Assistance is recognized as one of the top home care businesses in North America whose members have proven their dedication to client satisfaction and quality in-home care.

“I would like to personally congratulate these home care businesses,” said Home Care Pulse Founder and CEO Aaron Marcum. “Being named as a Home Care Pulse Endorsed National Provider and a Best of Home Care Endorsed National Provider is a significant achievement that shows their dedication to excellence in home care and the high standard they set for their members.”

Home Care Pulse created these awards to identify those agencies in the in-home care space that demonstrate a passion for quality care and client satisfaction, and thereby help families make better care decisions for their aging loved ones. The Best of Home Care Endorsed National Provider Award is given to businesses whose members have demonstrated the highest overall client satisfaction scores based on client interviews performed by Home Care Pulse.

“Our mission at Home Care Assistance is to change the way the world ages,” said Lily Sarafan, President of Home Care Assistance. “In keeping with that mission, we are constantly developing innovative programs and partnerships to ensure we provide the highest quality care. Our goal is to provide each and every client with the ultimate home care experience.”

At Home Care Assistance, care plans are tailored to clients’ individual needs and preferences. Clients are also expertly matched with thoroughly trained, screened and conscientious caregivers. Home Care Assistance helps seniors live well at home through innovative offerings such as their proprietary Balanced Care Method™, which emphasizes scientifically studied lifestyle behaviors of

the longest living people on Earth, and the Cognitive Therapeutics Method™, an activities-based program designed to delay the onset and progression of cognitive decline.

For more information about Home Care Assistance, 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.

ABOUT HOME CARE PULSE

Home Care Pulse is the home care industry's leading firm in performance benchmarking and quality satisfaction management, serving hundreds of home care businesses across North America. They are the industry's top resource for education, business development, agency certification and proof of quality including the Best of Home Care® awards. For more information, please call Home Care Pulse at (877) 307-8573 or visit homecarepulse.com.