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Home Care Assistance of St. Louis Welcomes Joey Boime, MSW, as Director of Business Development

Joey Boime, MSW, joins Home Care Assistance from JCC St. Louis as the Director of Business Development

(St Louis, MO – February 25, 2014) [Home Care Assistance of St Louis](#), a leading provider of in-home care for seniors, welcomes Joel “Joey” Boime, MSW, as the new Director of Business Development. Joey will play an integral role in developing key partnerships with healthcare and senior care professionals in St. Louis, fostering the growth of Home Care Assistance of St. Louis. His role will largely focus on company initiatives and programs such as Hospital to Home Care and the Cognitive Therapeutics Method, an innovative approach to in-home dementia care. Boime, who received his MSW from the University of Missouri–St. Louis and BA from the University of Kansas, has made remarkable contributions to the local community over the course of his 16-year tenure at JCC St. Louis. He was presented with the “Pillar Award” by the Jewish Professional Organization of the Jewish Federation in 2011 for his ongoing commitment to community service.

“The wealth of information and training techniques available through Home Care Assistance is absolutely incredible,” said Boime. “The company and its team of professionals have developed several unique offerings, which differentiate Home Care Assistance from other home care agencies. From an award-winning senior wellness book series to online courses for caregivers and staff through Home Care Assistance University, it is not surprising that Home Care Assistance was named a 2014 Best of Home Care Provider of Choice and Employer of Choice by Home Care Pulse. I feel honored to be a part of a team that is changing the way the world ages.”

With extensive professional experience in social work and a personal commitment to volunteerism, Boime’s background is well aligned with the Home Care Assistance mission, core beliefs and values.

“We are thrilled to have Joey join our team,” said Jeff Schweikert, owner of Home Care Assistance of St. Louis. “His extensive background, experience and commitment to exceptional care will be a valuable asset to our clients and our company.”

Boime is joining Home Care Assistance in a stage of incredible growth and measured success. The company is in the midst of an aggressive international expansion campaign with plans to have 120 offices open by the end of 2014.

To learn more about Home Care Assistance of St. Louis please visit www.homecareassistancelouis.com or call 314-863-8989. The office is located at 12125 Woodcrest Executive Drive in Creve Coeur.

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 2014 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 www.homecareassistance.com.