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Home Care Assistance Unveils a Refreshed Website and Consumer Experience

Home Care Assistance, the leading provider of live-in care, has unveiled a new update to their website that offers clients a greater wealth of information, direct access to local care contacts and a cutting-edge mobile experience unparalleled in the senior care industry.

(Palo Alto, CA - February 27, 2014) [Home Care Assistance](#), North America's leading provider of in-home care, is proud to announce the launch of a fresh new website and enhanced user experience at www.HomeCareAssistance.com. Not only is the new design more visually engaging, but it integrates the company's values and commitment to community education around aging and wellness throughout the site. The new website provides quick and intuitive access to Home Care Assistance services and educational resources such as its award-winning senior wellness book series, CareNotes Newsletter, blog and Healthy Longevity Webinar series.

"HomeCareAssistance.com attracts hundreds of thousands of visitors every year, many of whom are exploring in-home care for the very first time," said Lily Sarafan, President of Home Care Assistance. "Our new website really reflects the priorities of the clients we serve – a wealth of information about their care options and resources, easy access to a local care manager, and ongoing updates related to our free educational programs."

Home Care Assistance is the leading provider of in-home care with a mission to change the way the world ages. At Home Care Assistance, care plans are tailored to clients' individual needs and preferences. Care Managers oversee every aspect of in-home care, and their staff is on-call 24/7 for clients' needs. Home Care Assistance Caregivers are rigorously screened, undergo background checks and initial training, and are enrolled in the company's Home Care Assistance University for ongoing training. Home Care Assistance also implements 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. Details about both programs, along with downloadable resources on in-home care, can be found on the company's website.

"Home Care Assistance has always been at the forefront of the home care industry in quality of care, customer service and technology. Our new clients usually come to us in very stressful times, so naturally we want our website and care managers to make the in-home care process as safe, easy and comfortable as possible," said Dr. Kathy Johnson PhD, CMC, Founder and Chief Executive Officer of Home Care Assistance. "With Home Care Assistance, we not only provide in-home care for seniors in need, but also peace of mind to their loved ones."

For more information about Home Care Assistance visit www.homecareassistance.com or call 1-866-454-8346 to speak with a home care expert.

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 homecareassistance.com or franchise.homecareassistance.com.