



Media Contact:

Kathryn Zaksorn
Director of Franchise Marketing
650-462-9501
kzaksorn@homecareassistance.com

Team of Neuropsychologists and Aging Experts Produce the Definitive Volume on Non-Pharmacological Approaches to Slowing Cognitive Decline

“The Cognitive Therapeutics Method: Non-Pharmacological Approaches to Slowing the Cognitive and Functional Decline Associated with Dementia” is a comprehensive and well-researched volume relevant for every scholar, clinician, researcher and geriatric care provider with an interest in Neurocognitive Disorder

(Palo Alto, CA – March 13, 2014) Led by neuropsychologist and Executive Director of Research and Development at [Home Care Assistance](#), Dr. Samuel T. Gontkovsky, a team of cognition experts released a guide to non-pharmacological neurocognitive care, *The Cognitive Therapeutics Method: Non-Pharmacological Approaches to Slowing the Cognitive and Functional Decline Associated with Dementia*. The authors were inspired by requests from patients and their family members for a well-researched guide that provides an understanding of the various causes of neurocognitive disorder—from Alzheimer’s disease to Parkinson’s disease to Frontotemporal decline, among others—and the evidence for non-pharmacological interventions as a means to slowing cognitive and functional decline. The group is confident the book will be a highly important contribution to neurocognitive care and aging literature.

Neurocognitive Disorder, previously referred to as dementia, has been called the most significant global health challenge of the 21st century. As such, it has become increasingly important for clinicians and other professionals who work with older adults to have a thorough understanding of neurocognitive decline and the types of interventions most effective in improving cognition and functioning. *The Cognitive Therapeutics Method* builds upon the growing interest in the role of neuroplasticity in improved functioning in older adults living with diseases that can cause cognitive decline.

“Interventions targeting major cognitive disorder have become the veritable hot topic not only in neuropsychology and research settings, but also in the broader gerontology care circles,” said Dr. Samuel Gontkovsky, Executive Director of Research and Development of Home Care Assistance. “There has been increasing excitement as our understanding of neuroplasticity grows. However, it has been challenging for medical professionals and scholars to find a well-researched, balanced text that covers the area of non-medical treatments for Alzheimer’s and other cognitive disorders. We are addressing this gap with our book, which explores the evidence for non-pharmacological interventions in cognitive disorder.”

The Cognitive Therapeutics Method is a necessary addition to the library of every clinician, scholar, researcher, and other professional who routinely works with older adults. Through a well-balanced and engaging analysis of the current literature and an exploration of the evidence around the myriad modalities of non-pharmacological interventions targeting problematic behaviors, mood problems, overall functioning, quality of life and cognitive and functional declines, the book fills an important gap in our current approach to cognitive care.

"Our Research and Development Team at Home Care Assistance is bringing innovation to home care like never before, said Lily Sarafan, President of Home Care Assistance. "The Cognitive Therapeutics Method is a science-based cognitive stimulation program that is administered one-on-one to individuals with symptoms of neurocognitive impairment. While these types of programs have typically been reserved for clinical settings, CTM interventions are administered in the home where nine out of ten seniors prefer to live out their lives. Through this program and other Home Care Assistance initiatives, we hope to honor the wishes of the thousands of clients we're privileged to serve – to remain in the comfort of home with trained, compassionate caregivers who can attend to their evolving needs."

Home Care Assistance caregivers are professionally trained through the company's Cognitive Therapeutics Method program (CTM) to promote increased daily functioning through cognitive rehabilitation in the familiar home environment. The activities administered in CTM may delay the onset of symptoms by as many as 5 years for individuals who have not yet developed dementia, and can delay the progression of existing symptoms of cognitive decline. This program is one of a growing list of offerings in Home Care Assistance's dementia care suite of services, which includes specialized caregiver trainings through Home Care Assistance University and various printed resources and public webinars for those caring for someone with Alzheimer's and other forms of dementia. The fifth book in the company's award-winning senior wellness book series, [Mind Over Gray Matter: A New Approach to Dementia Care](#), received overwhelming praise for its accessible approach and practical guidance around dementia care and evidence-based techniques to improve the quality of life of those living with dementia.

Having a professional caregiver in the home is beneficial to both the client and the client's family. Family members can take a break from their hectic caregiving schedules to relax and recharge, knowing that their loved one is receiving the highest-quality care available. Offering individualized care plans in the home also allows clients to maintain privacy and supports optimal function without the confusion and stress of adjusting to facility living.

For more information about CTM, an activity-based cognitive intervention program designed to delay the onset of new symptoms and the progression of existing symptoms in individuals experiencing cognitive decline, visit www.CognitiveTherapeutics.com.

To learn about Home Care Assistance and how they are changing the way the world ages, visit www.homecareassistance.com or call 1-866-454-8346.

ABOUT COGNITIVE THERAPEUTICS

Cognitive Therapeutics is the scientific division of Home Care Assistance and provides a full range of cognitive activities for individuals with cognitive difficulties, including Alzheimer's disease, within the home. The Cognitive Therapeutics Method is the first program of its kind to promote increased daily functioning through cognitive rehabilitation in the familiar home environment. The goal of the Cognitive Therapeutics Method, which was developed based on scientific research pointing to non-pharmacological interventions as a way to slow cognitive decline, is to delay the onset of new symptoms and to delay the progression of existing symptoms of cognitive decline. Home Care Assistance caregivers are trained to administer activities in the Cognitive Therapeutics Method to keep clients engaged and mentally sharp. For more information about the Cognitive Therapeutics Method, visit www.CognitiveTherapeutics.com.

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.