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Home Care Assistance Partners with the Alzheimer's Association to Promote Early Detection of Alzheimer's Disease

As a Champion Partner of the Alzheimer's Early Detection Alliance (AEDA), Home Care Assistance is committed to Alzheimer's education and outreach

(Palo Alto, CA – November 29, 2011) [Home Care Assistance](#), North America's leading provider of in-home care for seniors, announced today that, along with companies including Genworth, Starbucks, Intel and Pfizer, they are now a Champion Partner of the Alzheimer's Early Detection Alliance (AEDA). The AEDA is a program renowned for raising Alzheimer's awareness and promoting early detection of the disease. As a member of this important alliance, Home Care Assistance is committed to educating the public about the warning signs of Alzheimer's, the importance of early detection and the resources available to help those with the disease.

"Alzheimer's disease is one of the most significant long-term health challenges we face," said Lily Sarafan, President of Home Care Assistance. "As a Champion Partner of the Alzheimer's Early Detection Alliance, we are committed to Alzheimer's education and awareness. This partnership also aligns with our mission and our recognized expertise in Alzheimer's and Dementia Care."

Because early detection contributes to improved care and quality of life for those with Alzheimer's and their caregivers, Home Care Assistance shares the **10 Warning Signs of Alzheimer's**. Early detection allows individuals with Alzheimer's to explore treatments that may provide relief, increase chances of eligibility for clinical drug trials and maintain independence for a longer period of time. The 10 warning signs are:

- 1) Memory changes that disrupt daily life.
- 2) Challenges in planning or solving problems.
- 3) Difficulty completing familiar tasks at home, at work or at leisure.
- 4) Confusion with time or place.
- 5) Trouble understanding visual images and spatial relationships.
- 6) New problems with words in speaking or writing.
- 7) Misplacing things and losing the ability to retrace steps.

- 8) Decreased or poor judgment.
- 9) Withdrawal from work or social activities.
- 10) Changes in mood and personality.

For a more detailed description of these warning signs and a checklist of questions to ask a physician, visit www.alz.org/10signs. Early diagnosis presents the best opportunity for treatment, support and future planning.

To learn more about Home Care Assistance and their Alzheimer's home care services, 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 2011 Franchise500® 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.