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Senior Care Company to Present Final Webinar in 3-Part Series on Alzheimer's and Dementia Care for FREE Continuing Education Units

Home Care Assistance, the premier provider of in-home care for seniors, is offering free continuing education credits (CEUs) as part of its ongoing Healthy Longevity Webinar Series in collaboration with the American Society on Aging

(Palo Alto, CA – November 20, 2012) – Home Care Assistance, North America's premier provider of in-home care for seniors, partnered with the American Society on Aging (ASA) to present a series of three web seminars addressing best practices in working with clients who have Alzheimer's and other dementias. The CEU courses are offered free to all registrants, courtesy of Home Care Assistance as part of its extremely well-received educational Healthy Longevity Webinar Series. This series is the ideal opportunity for professionals from a wide spectrum of fields, ranging from social workers to nurses to care managers and many more, to earn CEUs while simultaneously gaining valuable information that will be beneficial in advancing their careers and strengthening their client relationships. The first two webinars were both very well-received with over 1000 attendees present at each session.

The final installment titled "Cognitive and Sensory Activities: Non-Pharmacological Interventions for Dementia" will be held on **Tuesday, December 4th at 11 AM Pacific, 2 PM Eastern**. Participants in this web seminar will:

- Comprehend the effects of dementia on a person's life and in particular, the sensory issues of clients with dementia
- Better understand the importance of continued cognitive exercises
- Receive strategies for sensory stimulation and making routine, daily activities cognitively enriching

"We were so pleased with the overwhelming response to the first two webinars and hope that the final session will follow suit," said Lily Sarafan, President of Home Care Assistance. "We're thrilled to be offering this amazing opportunity and hope that those who missed out on the initial webinars will participate in this final installment. We want to thank the many senior care professionals with whom we work throughout North America who go above and beyond to support older adults in their communities."

Pre-registration is required. Participants can pre-register through the ASA's website at <http://asaging.org/december-4-2012>.

Professionals will take a short survey online after the webinar and then will receive one hour of CEU credit through the ASA. If a senior care professional is unable to participate in the live webinar but would still like

to obtain CEUs, a recorded version will be available online for 30 days after the live presentation. Pre-registration is also required to access the recorded webinars.

For more information about Home Care Assistance visit www.HomeCareAssistance.com. For additional professional resources call a local Home Care Assistance office at 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 2012 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.

ABOUT THE AMERICAN SOCIETY ON AGING

The American Society on Aging (ASA) is one of the nation's largest associations of professionals working in the field of aging. ASA is a multidisciplinary professional association that produces a comprehensive array of educational programs and publications. ASA's comprehensive resources, publications and educational programs are designed by experts in the field to enhance the knowledge and skills of people working with older adults and their families in a wide range of disciplines and settings. ASA members come from a multitude of professions ranging from the aging network to business and health care to form a larger community whose purpose is to learn, network and exchange ideas and connect with others who work with older adults. Members, subscribers and partners include social service and health care practitioners, educators, researchers, policymakers and leaders of the business and nonprofit sectors.