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## **Home Care Assistance to Offer Complimentary Continuing Education Unit (CEU) for Health and Senior Care Professionals**

*Home Care Assistance will host an hour-long webinar on dementia interventions for social workers, care managers, discharge planners, nurses and other healthcare professionals on Friday, October 24<sup>th</sup>, at 11AM Pacific, 2PM Eastern*

(Palo Alto, CA – September 8, 2014) – [Home Care Assistance](#), North America’s premier provider of in-home care for seniors, is hosting an hour-long webinar, “Dementia Examined: Exploring Approaches for Treatment”, for CE credit. Led by Dr. Samuel Gontkovsky, Executive Director of Research and Development at Home Care Assistance, the webinar will provide an overview of the diagnostic criteria for dementia with an emphasis on the cognitive, behavioral and emotional issues that accompany the various forms of the disorder (e.g., Alzheimer’s disease, Lewy body disease, etc.). Dr. Gontkovsky will also discuss current treatments, both pharmacological and non-pharmacological, available for individuals with any form of dementia. Scientific studies will also be presented concerning neuroplasticity and the manner in which engagement in specific activities, or interventions, can promote structural and physiological changes in the brain that may in turn increase functioning and enhance quality of life. **To register for the webinar, please visit <http://bit.ly/ceuwebinar>.**

“We are very excited to offer this webinar to healthcare professionals who work closely with older adults,” said Dr. Samuel Gontkovsky. “Pharmacological interventions have been and continue to be the first-line treatment for chronic dementia, but recent research based on the concept of neuroplasticity suggests that various non-pharmacological interventions may be of substantial benefit for many people with this condition.”

This CEU course is offered free to all registrants as part of Home Care Assistance’s mission to change the way the world ages and commitment to community education around topics related to aging and wellness. This webinar 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 one CEU while simultaneously gaining valuable information that will be beneficial in advancing their careers and strengthening their patient relationships.

**By the end of the presentation, webinar attendees will be able to:**

- Describe different forms of dementia (e.g., Alzheimer’s disease, Lewy body disease, etc.) and associated cognitive, psychological and behavioral symptoms

- Have a comprehensive understanding of pharmacological and non-pharmacological approaches to dementia intervention
- Understand neuroplasticity and how specific activities may promote physiological changes in the brain that result in improved function and increased quality of life

“We are excited to offer this complimentary webinar as a way to thank the many health and senior care professionals with whom we work throughout North America,” said Kathryn Zaksorn, Director of Franchise Marketing for Home Care Assistance. “Like our franchise owners, operators and caregivers, these professionals go above and beyond to support older adults in their communities, so this is the least we can do to give back.”

The CEU is available if the healthcare professional is licensed in a field or profession from one of the boards listed below. Professionals who are not sure whether their state board will accept this CEU should contact the organization before registering:

- Social Work (NASW)
- Social Work Board
- Nursing (GNA/ANCC)
- Case Management (CCMC)

In order to receive one hour of CE credit, healthcare professionals must attend the full webinar, complete an evaluation and score 80% or higher on the post-test. The post-test must be completed by **5pm Pacific/8pm Eastern, on Wednesday, October 29<sup>th</sup>, 2014**. Attendees who pass will receive their certificates via email.

For more information about Home Care Assistance or the upcoming webinar, please visit [www.HomeCareAssistance.com](http://www.HomeCareAssistance.com) or call 650-462-9501.

## **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 Franchise500® and Inc. 5000 Company, Home Care Assistance has received numerous industry awards including Entrepreneur’s Fastest-Growing Franchises and Franchise Business Review’s Top 50. Home Care Assistance is also the exclusive provider of the Cognitive Therapeutics Method™, a one-on-one cognitive activities program administered in the home. For more information about Home Care Assistance or our services including the Cognitive Therapeutics Method™, visit [homecareassistance.com](http://homecareassistance.com) or [cognitivetherapeutics.com](http://cognitivetherapeutics.com).