



**Media Contact:**

Kathryn Zakskorn  
Public Relations and Marketing Manager  
650-462-9501  
[kzakskorn@homecareassistance.com](mailto:kzakskorn@homecareassistance.com)

***Home Care Assistance's Exclusive Balanced Care Method™ Designed to Promote Longer, Healthier Lives***

*Breakthrough caregiver training to revolutionize senior home care industry*

**(June 1, 2009 Palo Alto)** Home Care Assistance, a senior care company specializing in homebound care and live-in care, released its new caregiver training program this week: The Balanced Care Method™. This system, exclusive to Home Care Assistance 1-866-4-LiveIn™, promotes longevity and wellness for seniors throughout North America with an emphasis on lifestyle, healthy diet, physical activity, exercises to sharpen the mind, social ties and purpose.

The Balanced Care Method™ was created by Dr. James H. Johnson, Co-Founder of Home Care Assistance. As a geriatric PhD with more than 20 years of experience in the industry, he is an expert on the psychology of aging and the lifestyle choices that contribute to an improved lifespan. Based on a major study of the world's centenarians, the Balanced Care Method™ is designed to provide individuals with longer, more fulfilling lives through a carefully crafted program of lifestyle behaviors centered on moderation and variety. This is no fly-by-night fad; the research is based upon centuries of long, healthy life spans and the habits individuals displayed that helped to achieve them. Components of the Method include innovative diet and exercise, mind stimulating activities and fun daily checklists.

Home Care Assistance locations throughout North America are training their caregivers in the Balanced Care Method™, adding yet another ingredient to the brand's unparalleled service offering and further solidifying its reputation as the "live-in specialists." The exclusive system allows Home Care Assistance caregivers to do far more than just help seniors live independently at home. They will be working toward extending and enhancing the quality of life for these clients.

"Balanced Care is the first and only approach to senior care that is based on the scientific study of those who live to 100 and beyond," said Johnson, "This methodology is an important breakthrough in that it provides an actual framework of healthy activities and behaviors designed exclusively for seniors -- rather than just being repurposed from methodologies designed for younger people. All the evidence suggests that seniors who take part in the Balanced Care program should live longer, more satisfying lives."

"Not only will The Balanced Care Method™ ensure that Home Care Assistance continues to deliver superior client services, but it also is a great asset for the company's many franchise owners nationwide. The release of the system reflects Home Care Assistance's commitment to help and accelerate the success of each of its owners," said Jack Johnson, Director of Business Development at Home Care Assistance.

Information about The Balanced Care Method™, including a detailed history, client testimonials and additional caregiver resources can be found at [www.BalancedCareMethod.com](http://www.BalancedCareMethod.com) or [www.HomeCareAssistance.com](http://www.HomeCareAssistance.com).

### **ABOUT HOME CARE ASSISTANCE**

Home Care Assistance was founded in 2002 and began franchising in 2005. A leading provider of non-medical home care for seniors, the Company has earned a strong reputation as specializing in both live-in care and homebound care. A 2011 Franchise500® Company, Home Care Assistance has also been named a Fast 55 Company by The Franchise Times. As recognized leaders in cloud computing, proprietary caregiver training and targeted consumer marketing, Home Care Assistance's management team seeks strong partners to help develop the brand in new markets. For more information about Home Care Assistance and available franchise opportunities, please visit: [franchise.homecareassistance.com](http://franchise.homecareassistance.com) or [www.homecareassistance.com](http://www.homecareassistance.com).