



Media Contact:

Kathryn Zaskorn
Director of Franchise Marketing
650-462-9501
kzaskorn@homecareassistance.com

Home Care Assistance Celebrates the New Edmond Location with Ribbon Cutting Ceremony and Grand Opening Event

A ribbon cutting ceremony will be conducted with the Edmond Chamber of Commerce on Wednesday, August 13th at 2:00pm at the Home Care Assistance of Edmond office

(Edmond, OK – August 8, 2014) - Home Care Assistance, a leading provider of in-home care for seniors, is pleased to announce the grand opening of its new office at 323 S. Blackwelder in Edmond. To celebrate its grand opening, Home Care Assistance is holding an open house during the week of August 11-15, from 2:00pm to 4:00pm each day. On Wednesday, August 13th at 2:00pm, the Edmond Chamber will host a ribbon cutting ceremony. During the open house week, visitors will enjoy refreshments, free giveaways, and an opportunity to meet the local team.

"I am excited to share what makes Home Care Assistance unique in the home care industry and I am confident this new location will be a great resource for the residents of Edmond, Oklahoma City and surrounding areas," said Melissa Hill, local co-owner of Home Care Assistance. "Our mission is to change the way the world ages through innovative offerings such as our proprietary Balanced Care Method, based on the lifestyles of the longest living people on Earth, and our Cognitive Therapeutics Method, an activities-based program designed to delay the onset of cognitive decline."

Home Care Assistance provides hourly and live-in services to seniors, allowing them to remain safely and comfortably in their homes as they age. Having an experienced and professional caregiver in the home provides family members respite and peace of mind. Caregivers are trained in the Balanced Care Method™, a holistic approach to care based on scientific studies of the elder population in Okinawa, Japan. Individuals in Okinawa embody "healthy longevity", living longer and healthier lives than any other population in the world. Inspired by this culture, The Balanced Care Method promotes excellent physical health, mental awareness and inner calm.

"Providing high quality care and being a resource for our clients and their families are priorities for Home Care Assistance," said Greg Bridges, co-owner and agency administrator. "Our hiring process is very selective and we invest in the training and development of our caregivers so that our clients receive only the best in care. Home Care Assistance caregivers are trained through our proprietary online learning platform where they have access to almost 100 courses that will improve their skills set and further their development."

Home Care Assistance conducts background and reference checks as well as a proprietary Caregiver Personality Screening test. The screening test is used to verify applicants' suitability for a caregiving career by assessing traits such as honesty, kindness and conscientiousness. "We approach each client as if he or she was our own parent, said Bridges. "We spend time matching clients with the best-qualified caregiver for his or her needs and personality."

Home Care Assistance staff is available 24/7 to provide experienced, trustworthy caregivers to help with all home care needs. Caregivers are trained to engage clients in physical, mental and social activities, in addition to assisting with meal preparation, personal hygiene, bathing, medication reminders, transportation and more.

Contact Home Care Assistance at 405-285-4191 or online at www.HomeCareAssistanceOklahoma.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. Home Care Assistance Oklahoma is locally owned and committed to being a recognized source for high-quality in-home care for families in Edmond, Oklahoma City and surrounding communities.