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## **Home Care Assistance of Charleston Welcomes Sheryl Willis O'Neal as Director of Client Services**

*Sheryl will play an integral role in client care for the rapidly growing senior care company, Home Care Assistance*

**(Mount Pleasant, SC – August 14, 2014)** – [Home Care Assistance of Charleston](#), a leading provider of in-home care for seniors, is proud to welcome Sheryl O'Neal as the office's Director of Client Services. Sheryl has several personal experiences of caring for loved ones with chronic conditions. Her most poignant is that of her mother who died from complications of diabetes at just 72 years of age. Sheryl and her sister took turns spending nights with her while each daughter lived nearly an hour away from her, and they had children in school who needed them. O'Neal said, "What my sister and I did is not uncommon today. Nearly every adult daughter nearing 50 years of age or older is caring in some capacity for an elderly loved one. Many women are pressed to leave their careers to stay at home to provide care usually after months of frantic calls at work from parents who are at home alone. If I can help someone who is struggling to do the right thing, while continuing their own productive life, well, that makes my day!"

"We couldn't be more pleased that senior care advisor, Sheryl O'Neal, has joined our Charleston operation," said Scott Brann, CEO of Home Care Assistance. "The agency is experiencing incredible growth as a provider of non-medical in-home care for seniors in South Carolina and Georgia. Sheryl's excellent reputation and her extensive experience and commitment to helping seniors will be a valuable asset to our clients, their adult children and our company."

O'Neal has made meaningful contributions to hundreds of families in the Charleston and tri-county area for over six years with her empathetic approach to helping others. Her desire is to help adult daughters and sons navigate the many challenges associated with aging and ensure the well-being of their parents with dignity and grace. Sheryl is known in the community to be a trustworthy resource for families who need assistance. She knows reliable local providers and experts, many in the non-profit arena, who provide assistance through services and grants for caregiver respite.

Home Care Assistance provides the *Balanced Care Method* which promotes healthy mind, body and spirit. Sheryl shares Home Care Assistance's commitment to excellence and strives to ensure that the caregiver staff shares this passion for exceeding expectations with each client's family. A former social worker at the VA Hospital recently engaged Home Care Assistance's services during her recovery following hip surgery. As one who knows quality care, she reported that the caregiver who helped her recover was kind, hard-working, smart and pleasantly conversant.

Nationally recognized as a premier provider of live-in, around-the-clock care for seniors, Home Care Assistance prides itself on taking a preventive approach to health and wellness. The company's proprietary Balanced Care Method, based on rigorously studied lifestyle factors that contribute to healthy longevity, is a core part of its caregiver training model and care program.



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Home Care Assistance caregivers are bonded, insured, covered by Workers' Compensation and screened for criminal backgrounds and driving histories to ensure that clients receive the best care from the most qualified caregivers. To learn more about Home Care Assistance of Charleston, please visit [www.HomeCareAssistance.com](http://www.HomeCareAssistance.com), or call at 843-216-9915.

**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. For more information about Home Care Assistance, our services and franchise opportunities, visit [www.homecareassistance.com](http://www.homecareassistance.com).