



**Media Contact:**

Kathryn Zakskorn

Director of Franchise Marketing

650-462-9501

[kzakskorn@homecareassistance.com](mailto:kzakskorn@homecareassistance.com)

## **Home Care Assistance Opens Tampa Bay Location**

*Senior care leader meets growing demand for in-home care services in Tampa Bay*

**(Clearwater, FL – June 17, 2014)** - [Home Care Assistance Tampa Bay](#), a leading provider of non-medical, in-home senior care, is thrilled to serve the Tampa Bay community with its newest office. Located at 1530 N. McMullen Booth Road, Suite D-12, in Clearwater, Florida, the office will serve Pinellas, Hillsborough, and Pasco counties. This is the 93<sup>rd</sup> Home Care Assistance location in North America.

"I am thrilled to bring Home Care Assistance to our community and provide support to seniors and their families," said Doris Kasold, Owner of Home Care Assistance Tampa Bay. "Our caregivers are trained in our proprietary Balanced Care Method™ and Cognitive Therapeutics Method™ to provide excellent care."

Home Care Assistance's Client Care Coordinator accepts approximately one out of every 25 caregiver applicants. Background checks, reference checks and work authorization are all completed along with a proprietary Caregiver Personality Screening test. The screening test is used to verify applicants' suitability for the caregiving career by assessing traits such as honesty, kindness and conscientiousness. Katy approaches each client as if he or she were her own parent and spends time matching the client with the best-qualified caregiver for his or her needs and personality.

Though 89% of seniors say they would prefer to keep living at home rather than move to a facility, thousands continue to enter nursing homes every year. With the support of a professionally trained caregiver, older adults can age safely and comfortably in their own homes. Services Home Care Assistance provides include:

- Hourly and live-in care
- Cooking and light housekeeping
- Laundry and change of bed linens
- Grocery shopping and errands
- Companionship and range of motion exercise

- Bathing, dressing and grooming assistance
- Transportation to doctors' appointments, supermarket, pharmacy
- Assistance with walking and transferring
- Status reporting to family
- Medication reminders

To schedule a free in-home assessment, or for more information about Home Care Assistance Tampa Bay, please visit [www.homecareassistancetampabay.com](http://www.homecareassistancetampabay.com) or call 727-330-7862 to speak with a home care expert. The office is located at 1530 N. McMullen Booth Road, Suite D-12 in Clearwater, Florida.

#### **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 [homecareassistance.com](http://homecareassistance.com).