



Media Contact:

Kathryn Zakskorn

Director of Franchise Marketing

650-462-9501

kzakskorn@homecareassistance.com

Home Care Assistance of Sacramento Welcomes Kimberley Krampf, R.N., as a Cognitive Therapeutics Interventionist

As an Interventionist, Kim Krampf, R.N., will help seniors stay mentally engaged at home

(Sacramento, CA – October 7, 2014) **Home Care Assistance of Sacramento**, a leading provider of in-home care for seniors, is proud to welcome Kim Krampf as the office's new Cognitive Therapeutics Interventionist. As a Cognitive Therapeutics Interventionist, Kim's role will largely focus on an innovative approach to in-home dementia care. Kim, who has more than 12 years of clinical hospital nursing experience, received an Associate's Degree in Nursing from the College of San Mateo and a Bachelor's Degree from Lone Mountain College in San Francisco. Her background in medical, skilled nursing, and psychiatric settings, and her passion for helping seniors live healthier, happier lives is very much in line with Home Care Assistance's commitment to providing exceptional care.

"We are very excited to have Kim join our team," said Kathy Herrfeldt, owner of Home Care Assistance of Sacramento. "Her extensive professional background, experience and commitment to innovative and comprehensive care will make her a valuable asset to our clients and our company."

Nationally recognized as a premier provider of live-in, around-the-clock care for seniors, Home Care Assistance prides itself on taking a proactive 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. Home Care Assistance care professionals 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 care professionals.

Home Care Assistance offers the Cognitive Therapeutics Method™ (CTM) as an innovative approach to encouraging brain health in the home setting. Developed by an expert team and based on scientific research, CTM targets a wide array of cognitive domains to stimulate the mind and prevent cognitive decline. Targeted areas of the brain include memory, executive functioning, attention, language, and visual spatial perception, as well as some non-cognitive domains. Cognitive Therapeutics Interventionists provide beneficial support through this innovative, research-based program to ensure optimal cognitive health of clients.

To learn more about Home Care Assistance of Sacramento, please visit www.HomeCareAssistanceSacramento.com, or call at 916-706-0169.

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 and our services, visit <http://www.homecareassistance.com>.