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Home Care Assistance of Scottsdale, National Bank of Arizona and MEASURAbilities to Host Groundbreaking Event on Senior Care and Brain Health

Keynote Speaker, Sharon Lechter, will be presenting on choosing quality care for seniors alongside Home Care Assistance's Dr. Samuel Gontkovsky, who will speak on non-pharmacological methods to improve brain health, and Dr. Janice Funk, who will speak on senior care and cognitive health

(Scottsdale, AZ – November 5, 2014) [Home Care Assistance of Scottsdale](#) and MEASURAbilities, LLC, leading providers of in-home care for seniors, is proud to co-host the 1st annual event, "Navigating the Healthcare Puzzle for Dementia and an Aging Population", alongside the National Bank of Arizona, and Comprehensive Hospice and Palliative Care. Clarissa Burt, emcee for the event, is a leading authority on beauty and self-esteem who has professional experience in international social work. Keynote speakers include Sharon Lechter, an acclaimed expert on personal finance and long-term family planning, Dr. Samuel Gontkovsky, PsyD, a respected neuropsychologist and advocate for brain health among seniors and Dr. Janice Funk, a renowned PhD neuropsychologist. Attendees will leave with a greater understanding of care options for seniors and how to encourage sustained brain health for themselves and their aging loved ones.

"We are thrilled to be hosting such an informative and exciting event," said Ted Holmgren, owner of Home Care Assistance of Scottsdale. "We are looking forward to the knowledge Sharon Lechter, Dr. Sam Gontkovsky and Dr. Janice Funk will be sharing on the topics of senior care and cognitive health."

The event will be held at the National Bank of Arizona in the Conference Center which is located on 6001 North 24th Street in Phoenix, Arizona on November 7, 2014 from 8:00 a.m. – 4:00 p.m. Attendance is free, but individuals must still register online at www.nhpevent.com. Breakfast and lunch will be provided and each attendee will receive a free copy of Home Care Assistance's recently published book, *The Brain Boost: A Practical Guide to Brain Health*, which draws on cutting-edge research from the cognitive science, neuropsychology and medical fields to show that anyone can boost his or her brain performance through lifestyle changes.

Sharon Lechter is an international speaker and best-selling author. Her literary works include *Rich Dad, Poor Dad* and *Think and Grow Rich for Women*. Mrs. Lechter is recognized as an influential leader, exemplified by her acknowledgement as one of *AZ Magazine's* 50 Most Influential Women in Business.

Dr. Samuel Gontkovsky, Executive Director of Research and Development at Home Care Assistance, will use his knowledge in clinical research and cognitive health to educate attendees on the latest findings on brain health. With over 15 years of professional experience in clinical practice, research and teaching and as the creator of the [Cognitive Therapeutics Method™](#), an in-home cognitive activities program, Dr. Gontkovsky will also use his expertise to introduce promising drug-free ways to prevent cognitive decline.

With over 30 years of experience in the assessment of brain-behavior relationships, clinical neuropsychologist Dr. Janice Funk brings valuable information on brain health. She is currently a staff neuropsychologist at Whittier Rehab Hospital, Director of the Memory Clinic near Boston, and an associate editor of *Cognition and Aging*. At the event, Dr Funk will share her knowledge on cognitive functioning in an aging population and help attendees understand healthy brain behavior relationships.

To learn more about Home Care Assistance of Scottsdale, please visit www.HomeCareAssistanceScottsdale.com, or call at 480-499-4944.

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 <http://www.homecareassistance.com>.

To learn more about MEASURAbilities, LLC, please visit www.measurabilities.com, or call at 480-214-9725.

MEASURAbilities, LLC is a family owned, physical rehabilitation company specializing in functional testing and fall prevention services. As an integral part of the fall prevention home safety modification services offered, MEASURAbilities Home Safety, LLC provides safety grab bars (including installation) as well as non-slip surface treatment for floor, tub and shower. We also provide free home safety assessments, including a floor safety screening, which determines if flooring meets the recommended ADA and OSHA safety standards. MEASURAbilities Home Safety, LLC is the only physical therapist owned - licensed, bonded and insured contracting company in the valley providing fall prevention home safety modifications - from consult, to screening, to install.