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Home Care Assistance Features Cognitive Stimulation Program at the Canadian Home Care Association's Annual Conference

Home Care Assistance will introduce the company's Cognitive Therapeutics Method™, a cognitive activities program based on cutting-edge scientific research to sharpen aging minds, at the Home Care Summit

(Calgary, AB – November 1, 2014) - [Home Care Assistance](http://www.HomeCareAssistance.com), a leading provider of in-home care for seniors, will be exhibiting at the Canadian Home Care Association's Annual Conference, which will be held at the Fairmont Banff Springs in Alberta from November 3rd through the 5th. The Home Care Summit, Canada's largest home care networking forum, attracts over 400 senior leaders and decision-makers every year. This year, Jennifer Couch, Neuropsychology Assistant at Home Care Assistance, will introduce the Cognitive Therapeutics Method™, an activity-based cognitive intervention program designed to delay the onset of new symptoms and the progression of existing symptoms in individuals with mild to moderate dementia, at Booth #20.

"The Cognitive Therapeutics Method is the first program of its kind, designed to manage symptoms of dementia by engaging clients in cognitive activities, performed one-to-one in their homes," said Dr. Samuel Gontkovsky, Executive Director of Research and Development at Home Care Assistance. "Our research shows that the comfort and familiarity of home are most conducive to prolonging mental acuity without the challenges and added stress of adjusting to a strange environment."

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 to assist with daily activities 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. Caregivers are trained to engage clients in physical, mental and social activities, in addition to assisting with basic needs such as meal preparation, personal hygiene, bathing, medication reminders, transportation and more.

Home Care Assistance conducts background and reference checks as well as a proprietary Caregiver Personality Screening test to identify top tier caregivers. The screening test is used to verify applicants' suitability for a caregiving career by assessing traits such as honesty, kindness and conscientiousness.

For more information about Home Care Assistance, visit www.HomeCareAssistance.com or call 1-866-454-8345.

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 2013

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 or franchise.homecareassistance.com.

ABOUT COGNITIVE THERAPEUTICS

Cognitive Therapeutics is the scientific division of Home Care Assistance and provides a full range of cognitive activities for individuals with cognitive difficulties, including Alzheimer's disease, within the home. The Cognitive Therapeutics Method is the first program of its kind to promote increased daily functioning through cognitive rehabilitation in the familiar home environment. The goal of the Cognitive Therapeutics Method, which was developed based on scientific research pointing to non-pharmacological interventions as a way to slow cognitive decline, is to delay the onset of new symptoms and to delay the progression of existing symptoms of cognitive decline. Home Care Assistance caregivers are trained to administer activities in the Cognitive Therapeutics Method to keep clients engaged and mentally sharp. For more information about the Cognitive Therapeutics Method, visit www.CognitiveTherapeutics.com.