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Home Care Assistance Opens Redondo Beach, CA Location

*Senior care leader meets growing demand for in-home care services in the
Los Angeles Beach Cities & South Bay*

(Redondo Beach, CA – December 3, 2014) - [Home Care Assistance Redondo Beach](#), a leading provider of non-medical, in-home senior care, is thrilled to serve the LA Beach Cities & South Bay community and surrounding areas with its newest office. Located at 234 Pacific Coast Highway, Suite 204, in Redondo Beach, California, the location is the 102nd Home Care Assistance office in North America.

“I am thrilled to introduce Home Care Assistance to the Los Angeles Beach Cities & South Bay as the premier service provider in the home care industry. My staff and I are confident our location and the services that we offer to seniors will be a wonderful addition to the community,” said Michelle Westbrook, Owner of Home Care Assistance Redondo Beach. “Our mission is to change the way the world ages through innovative programs such as our Balanced Care Method™, which is based on the scientifically studied lifestyles of the longest living people on Earth, and our Cognitive Therapeutics Method™, an activities-based program designed to stimulate the brain and delay the onset of cognitive decline.”

Home Care Assistance’s Director of Operations & Client Care Manager, Shane Westbrook, accepts approximately one out of every 25 caregiver applicants. Background checks, drug screens, 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 a caregiving career by assessing traits such as honesty, kindness and conscientiousness. Shane approaches each client as if he or she were his 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
- Companionship and range of motion exercise
- Cooking, grocery shopping and errands
- 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 of Redondo Beach, please visit www.HomeCareAssistanceRedondoBeach.com or call [310-303-2530](tel:310-303-2530) to speak with a home care expert.

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.