



Media Contact:

Rachael Geiger
Client Care Manager
Home Care Assistance of the Lehigh Valley
484-350-3874
rgeiger@homecareassistance.com

Home Care Assistance of the Lehigh Valley Expands to Fulfill Growing Needs of Senior Population

The Home Care Assistance team promotes Rachel Geiger, Client Care Manager, and hires new Employee Care Manager, Marsha Abrams

(Allentown, PA – December 19, 2014) – [Home Care Assistance of the Lehigh Valley](#), Pennsylvania's premier provider of in-home care for seniors, is proud to announce the expansion of its staff and new leadership responsibilities. Home Care Assistance welcomes Marsha Abrams to the team as the newest Employee Care Manager (ECM). As an ECM, Marsha will be responsible for recruiting the best caregivers, training them in the company's proprietary programs, such as The Balanced Care Method™ and scheduling them based on the clients' needs and preferences. She will also assist with activities to further grow business in the Lehigh Valley and surrounding areas. With over 25 years of experience in the health and wellness industry in addition to being a long-time resident of the Lehigh Valley, Marsha brings local passion and is committed to ensuring the wellbeing of both clients and caregivers.

"We are excited to have such driven and professional individuals as members of our team," said Dian Brannen, Owner of Home Care Assistance of the Lehigh Valley. "Marsha brings compassion into her work and will help connect high-quality caregivers with clients. Our current team member, Rachel, has already given so much to our team and continues to grow. We look forward to the future success these two will have in providing the best of quality, in-home care."

Home Care Assistance is also pleased to announce the new responsibilities of Rachel Geiger who is currently a Client Care Coordinator for Home Care Assistance. Rachel helped launch the Lehigh Valley office and has been recognized on the corporate level for her outstanding customer service and innovation in care plan development. Her responsibilities will be expanding and now include external sales and marketing, in which she will thrive due to her experience in quality customer care.

At Home Care Assistance, care plans are tailored to clients' individual needs and preferences. Clients are also expertly matched with thoroughly trained, screened and conscientious caregivers. With a mission to change the way the world ages, Home Care Assistance helps seniors live well at home through innovative offerings such as their proprietary Balanced Care Method™, which emphasizes scientifically studied lifestyle behaviors of the longest living people on Earth, and the Cognitive Therapeutics Method™, an activities-based program designed to delay the onset and progression of cognitive decline.

For more information about Home Care Assistance of the Lehigh Valley, please visit www.HomeCareAssistanceLehighValley.com, or call 484-350-3874. Home Care Assistance of the Lehigh Valley is located at 1104 S. Cedar Crest Blvd, Suite 200 in Allentown, Pennsylvania.

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 or franchise.homecareassistance.com.