



**Media Contact:**

Kathryn Zakskorn

Director of Franchise Marketing

650-462-9501

[kzakskorn@homecareassistance.com](mailto:kzakskorn@homecareassistance.com)

## **Home Care Assistance to Discuss Senior Care Planning at Advisor Roundtable Event this Thursday**

*Francesca Vogel, Home Care Liaison at Home Care Assistance Alamo, will serve as keynote speaker for the Advisor Roundtable Event, "Seniors and Their Families: A Collaborative Care Plan"*

**(Walnut Creek, CA – January 22, 2015)** [Home Care Assistance](#), a leading provider of in-home care for seniors, is proud to announce that Francesca Vogel, Home Care Liaison, will be the keynote speaker for an Advisor Roundtable event entitled "Seniors and Their Families: A Collaborative Care Plan" this Thursday, January 22<sup>nd</sup>, from 4:00 pm – 5:00 pm . The event will be held at 1615 Bonanza Street, Suite 324 in Walnut Creek, CA. Seating is limited, so please e-mail Ivy at [ivy@kirstenesq.com](mailto:ivy@kirstenesq.com) to reserve your space. Francesca will discuss senior care options and other important considerations for our aging population. She will also share how a team approach, including guidance from trusted advisors, is key to proactively addressing the care needs of seniors.

"I am thrilled to share my expertise as the keynote presenter for such an important event," said Francesca Vogel, Home Care Liaison for Home Care Assistance. "With our aging population booming, it is important to think ahead and plan the best care for each senior."

Francesca Vogel has over 21 years of professional experience in the healthcare industry, including 12 years as an eldercare consultant. She is a member of the East Bay Case Management Association, for which she served as President from 2009-2011, the John Muir Health Foundation Philanthropic Advisors Council and the John Muir Health Women's Philanthropic Circle. Francesca is dedicated to helping seniors and their families navigate their care needs with compassion and expertise.

The Thursday Advisor Roundtable program is a series of monthly meetings during which wealth planning professionals can share their knowledge and expertise, and explore opportunities for collaboration. Light refreshments will be served at the event. For more information about the event, call 925-943-2740.

To learn more about Home Care Assistance of Alamo, please visit [www.HomeCareAssistance.com/8/Alamo](http://www.HomeCareAssistance.com/8/Alamo), or call (925) 820-8390. The office is located at 190

Alamo Plaza, Suite G, in Alamo, CA.

## **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](http://homecareassistance.com) or [franchise.homecareassistance.com](http://franchise.homecareassistance.com).