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Senior Care Franchise, Home Care Assistance, Expands to Australia

Home Care Assistance, North America's leading home care provider, is bringing its mission to change the way the world ages to Australia, with territories now available throughout the continent

(Palo Alto, CA – January 27, 2015) – [Home Care Assistance](#), North America's premier provider of in-home care for seniors, is excited to announce its expansion to Australia. As the baby boomer generation reaches retirement age, senior care is and will continue to be one of the fastest-growing industries worldwide. Home Care Assistance carefully researched the Australian market and determined that it was the ideal place to launch the company's international efforts. Australians now claim the fourth-longest life expectancy in the world, and current forecasts suggest that by 2020 nearly 16.8% of Australians will be 65 years or older and that one in ten people over the age of 65 will be diagnosed with dementia. Thus, there will be a growing and sustained need for high quality home care options across the continent.

“As North America's leading innovator in the home care space, Home Care Assistance is excited to further its reach by expanding Down Under,” said Jack Johnson, VP of Franchising at Home Care Assistance. “No home care solution comes close to rivaling what Home Care Assistance has to offer seniors and their families, especially in Australia. With our Cognitive Therapeutics Method and Balanced Care Method programs, we are confident that Home Care Assistance will be a game-changer, helping to revolutionize what it means to age in Australia.”

Recognized as a premier provider of live-in, around-the-clock care for seniors, Home Care Assistance prides itself on taking a proactive approach to health and wellness. The company is the exclusive provider of the [Cognitive Therapeutics Method™](#) (CTM), a cognitive stimulation program designed to delay cognitive decline and boost mental acuity at home. Developed by an expert team and based on scientific research, CTM activities target all major cognitive domains (i.e., memory, executive functioning, attention, language and visual-spatial perception) as well as non-cognitive domains to support overall brain health and quality of life.

Home Care Assistance is also proud to offer its proprietary [Balanced Care Method™](#) (BCM), based on the rigorously studied lifestyle factors that contribute to healthy longevity, which is a core part of its caregiver training model and care program. Home Care Assistance care professionals are bonded, insured, covered by workers' compensation and screened for criminal backgrounds and driving histories to ensure that clients receive the best care from the most qualified care professionals.

“By raising the bar for excellence in senior care, we will fill a need for the aging population in Australia,” said Paul Shehade, Master Franchise Owner, Australia. “Our unique programs and high standard of care will help ensure the physical health, cognitive vitality and independence of this growing, aging generation.”

Home Care Assistance has already established a strong reputation in the United States, Canada and Puerto Rico, with offices opening soon in Queensland and New South Wales, Australia.

Entrepreneurs looking to grow a business quickly in Australia should contact Home Care Assistance immediately. For more information about Home Care Assistance’s unique senior care model and available territories, visit www.HomeCareAssistance.com.au.

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.