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## **Home Care Assistance Opens Florida Location in Fleming Island**

*Senior care leader, Home Care Assistance, meets growing demand for in-home care services in Northeast Florida*

**(Fleming Island, Florida – February 24, 2015)** [Jacksonville Home Care Assistance](#), a leading provider of non-medical, in-home senior care has opened their doors and is now providing services to clients in Clay, Nassau and Duval counties. The office is the 103<sup>rd</sup> location to open in North America and it is located at 3555-1 US Highway 17 in Fleming Island, Florida.

“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,” said Gary Lowery, MD, PhD – President/Owner of Home Care Assistance. “We also offer a unique interactive musical enrichment program entitled, ‘Music Through The Ages’, which encompasses a wide variety of musical activities that include memory recollection reinforcement, cognitive stimulation, long-term memory enhancement, games with percussion and rhythm instruments and senior chorus.”

Jacksonville Home Care Assistance reinforces the commitment of superior, non-medical, in-home care evident in everything the company does—from caregiver training through its proprietary online learning platform to delivering the ideal customer experience with quality assurance visits. The Care Team conducts extensive interviews and screenings and accepts only 1 out of every 25 caregiver applicants. Level 2 background checks, drug screens, reference checks, CPR certification and work authorization are all completed along with a proprietary Caregiver Personality Screening test. The screening test is used to screen applicants’ suitability for a caregiving career by assessing traits such as honesty, kindness and conscientiousness to ensure that each and every client is treated as a family member.

Though 89% of seniors say they would prefer to remain 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. Jacksonville Home Care Assistance provides the following services:

- Hourly and Live-in care
- Companionship services
- 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 complimentary in-home assessment, or for more information about Jacksonville Home Care Assistance, please visit [www.JacksonvilleHomeCareAssistance.com](http://www.JacksonvilleHomeCareAssistance.com) or call (904) 479-9603.

### **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).