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## **Home Care Assistance of New Hampshire Welcomes Caroline Kirkfield as Vice President of Sales and Marketing**

*With the addition of a new team member, Home Care Assistance is poised for unprecedented growth, meeting the needs of its clients*

**(BEDFORD, NH – March 9, 2015)** [Home Care Assistance of New Hampshire](#), the premier provider of in-home care for seniors, welcomes Caroline Kirkfield to the role of Vice President of Sales and Marketing. Caroline will play an integral role in developing key partnerships with healthcare and senior care professionals throughout the state. Her role will be focused on growing company programs such as the Cognitive Therapeutics Method™, an innovative approach to in-home dementia care, in addition to Home Care Assistance's core in-home assisted living services. Miss Kirkfield received her Bachelors of Science degree with a focus in Marketing Management from Daniel Webster College in Nashua, NH. She has led the marketing, sales and business development efforts of healthcare organizations around the country for over a decade. Caroline is a member of the Bedford Women's Club and is currently working with the Friends of the Stevens-Buswell Community Center committee of the Bedford Historical Society. Caroline is dedicated to helping seniors live life to the fullest and remain in their homes as long as possible. Caroline lives in Amherst, NH with her charming son Jeremy and her beloved parents, who are currently aging in place in her home.

"The wealth of information and training programs available through Home Care Assistance is absolutely incredible," said Miss Kirkfield. "The company and its team of professionals have developed several unique offerings which differentiate Home Care Assistance from any other home care agency. From an award-winning senior wellness book series to online courses for caregivers and staff through Home Care Assistance University, it is not surprising that Home Care Assistance of New Hampshire was named Best in Home Care – Provider of Choice for the past four consecutive years. I feel honored to be a part of a team that is changing the way the world ages."

With extensive professional experience in senior care and desire to be a resource for the community she serves, Caroline's background is well aligned with the Home Care Assistance mission, core beliefs and values. "We are thrilled to have Caroline join our team," said Lauren Robison, owner of Home Care Assistance of New Hampshire. "Her extensive background, experience and commitment to exceptional service will be a valuable asset to our clients and our company."

Kirkfield is joining Home Care Assistance in a stage of incredible growth. The company is in the midst of an aggressive international expansion campaign with offices throughout the United States, Canada and Australia.

To learn more about Home Care Assistance of New Hampshire, please visit <http://www.newhampshirehomecareassistance.com> or call 603-471-3004. The office is located at 265 South River Road, Unit A in Bedford, NH.

### **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® 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).