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Home Care Assistance Celebrates Opening of Jefferson County Office with Ribbon Cutting Ceremony

Senior care leader meets growing demand for in-home care services in Colorado

(Lakewood, CO – May 14, 2015) - [Home Care Assistance of Jefferson County](#), a leading provider of in-home care for seniors, is pleased to announce the grand opening of its new office in Lakewood, Colorado. To commence the Grand Opening Event, which will be held Tuesday, May 19th from 4pm to 6pm, guests will enjoy samples from Home Care Assistance's *Super Smoothies Cookbook*.

"I am excited to share what makes Home Care Assistance unique in the home care industry and I am confident this new location will be a great resource for members of the Jefferson County community," said Steve Coe, Client Care Manager of Home Care Assistance of Jefferson County. "At the Grand Opening Event I will be discussing some of our major differentiators, including our proprietary approach to aging and care, the Balanced Care Method™, our activities-based intervention program designed to delay cognitive decline, the Dementia Therapeutics Method, and our proprietary online HCA University that we use to train caregivers."

Based on scientific studies of the world's healthiest seniors, the Balanced Care Method promotes five key behaviors correlated with healthy longevity: healthy diet, physical exercise, active social ties, mental stimulation and a sense of purpose and calm. Caregivers are professionally trained to incorporate the Method into daily care to encourage healthy mind, body and spirit. For example, caregivers have access to healthy meal preparation training through the company's online Home Care Assistance University.

Home Care Assistance's Jefferson County Care Coordinator, Cherie Coe, accepts approximately one out of every 25 caregiver applicants. Background checks, reference checks and work authorization are all completed along with a proprietary Caregiver Personality Screening. The screening is used to verify applicants' suitability for the caregiving career by assessing traits such as honesty, kindness and conscientiousness. Cherie approaches each client as if he or she were her own parent and spends time matching the client with the best skilled caregiver for his or her needs and personality.

Home Care Assistance provides hourly and live-in services, allowing seniors to remain safely in their homes. Having an experienced and professional caregiver in the home of the client also

provides family members respite and peace of mind. Caregivers utilize a holistic approach to aging, encouraging independence and engaging clients in physical, mental and social activities, in addition to assisting with meal preparation, personal hygiene, bathing, medication reminders, transportation and more.

Home Care Assistance staff is available 24/7 to provide experienced, trustworthy caregivers to help with all home care needs for seniors: transportation, healthy meal preparation, companionship, socialization, activities, personal care, medication reminders and dementia care services.

Home Care Assistance of Jefferson County serves Lakewood, Golden, Applewood, Morrison, Evergreen, Genesee and beyond! Call **303-987-5992** or visit www.HomeCareAssistanceJeffersonCo.com to learn more about the company's superior in-home care services.

ABOUT HOME CARE ASSISTANCE

Home Care Assistance is the leading provider of home care for seniors across the United States, Canada and Australia. 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 2015 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 or franchise.homecareassistance.com.