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## **Home Care Assistance Opens San Francisco Office**

*Senior care leader, Home Care Assistance, opens new office in San Francisco, CA to meet growing demand for home care services for San Francisco seniors*

**(San Francisco, CA – June 30, 2015)** - Home Care Assistance, a leading provider of non-medical, in-home senior care, is thrilled to announce the opening of its' newest office in San Francisco, California, located at 1649 Divisadero Street right across the street from UCSF Mount Zion. The office will serve the San Francisco community, adding to the already strong presence Home Care Assistance has established in the Bay Area with seven offices serving the greater North, East and South Bays, as well as the Peninsula. Home Care Assistance has been providing professional home care services to San Francisco seniors for over 14 years, but with the opening of the Divisadero office, the company will be able to strengthen relationships within the San Francisco senior care community as well as serve as a resource to support local older adults, their families and caregivers.

"I am excited to continue introducing Home Care Assistance to San Francisco seniors as the Bay Area's premier in-home care service provider," said Laurette Foggini, Director of Client Care for Home Care Assistance of San Francisco. "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. I am eager to introduce these programs and the many other ways we bring high-quality care services to the senior population in San Francisco."

Laurette Foggini brings over seven years of experience in home care to her position as the Director of Client Care. A prior world traveler, Laurette settled down in San Francisco in 2000 where she became an active volunteer in the senior community. She pursued her passion as Director of Client Experience for a home care agency where she oversaw care for clients and their families. Laurette has extensive knowledge about senior care in San Francisco, as well as years of professional experience working with clients' needs and preferences. As a long distance caregiver to her parents, she is also very empathetic to the challenges of caring for an aging loved one, whether near or far. Laurette is an invaluable member of the San Francisco team and an excellent resource for San Francisco seniors and their families.

To schedule a free in-home assessment, or for more information about Home Care Assistance of San Francisco, please visit [www.HomeCareAssistance.com/San-Francisco](http://www.HomeCareAssistance.com/San-Francisco) or call [415-268-1415](tel:415-268-1415).

### **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 2015 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).