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Home Care Assistance Recognized as a Semi-Finalist for 2015 Innovations in HealthcareSM ABBY Awards

The Adaptive Business Leaders (ABL) Organization has recognized Home Care Assistance as a semi-finalist for their innovative brain health program, the Cognitive Therapeutics Method™

(Palo Alto, CA – August 19, 2015) [Home Care Assistance](http://www.homecareassistance.com), a leading provider of in-home care for seniors, has been named a semi-finalist for the 2015 Innovations in HealthcareSM ABBY Awards. The award recognizes companies for their innovative medical or healthcare information technology, approaches to healthcare, or consumer-empowerment services. Home Care Assistance has been selected for its innovation in brain health as a result of the company's Cognitive Therapeutics Method™, a patent-pending cognitive stimulation program that aims to improve quality of life for older adults by enhancing mental acuity as well as delaying onset and slowing the progression of symptoms of cognitive decline.

"We are honored to be recognized as a semi-finalist for this prestigious award," said Kathy Johnson, PhD, Founder and CEO of Home Care Assistance. "Over 47 million people worldwide are currently living with dementia. The Cognitive Therapeutics Method is our proactive solution to a growing problem by offering individuals control over their long-term brain health."

On Tuesday, August 25th, the ABBY Awards Finalist Selection Committee will determine which nine of this year's 38 semi-finalists will advance. The selection committee is comprised of ABL members that are industry experts in the four award categories: Medical Technology, Information Technology, Innovative Approach and Consumer Empowerment. One winner will be chosen from each category and finalists will compete in the Awards Event on Wednesday, October 21st, 2015 in Long Beach, California.

Medication is often the first line of treatment for symptoms of Alzheimer's disease and other forms of dementia but it is not a cure. The Cognitive Therapeutics Method is a non-pharmacological approach to delaying the onset and slowing the progression of cognitive decline. Developed on the basis of neuroplasticity, or the brain's ability to adapt to external influences, the Method targets five primary cognitive domains for change – executive functioning, attention, language, visual-spatial perception and memory – as well as several non-cognitive domains that are key to brain health. The Method is unique in its comprehensive and person-centered approach to cognitive vitality in older adults and is offered in the comfort of home.

A leading provider of live-in care for seniors, Home Care Assistance is dedicated to providing exceptional home care services across the United States, Canada and Australia. Innovative programs such as the

Cognitive Therapeutics Method are elevating the standard of care worldwide. For more information about Home Care Assistance or the Cognitive Therapeutics Method, please visit www.HomeCareAssistance.com or call 1-866-454-8346.

ABOUT HOME CARE ASSISTANCE

Nationally recognized as a premier provider of live-in, around-the-clock care for seniors, Home Care Assistance's mission is to change the way the world ages. 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. Home Care Assistance Caregivers provide care, safety, and companionship to seniors at home or in assisted living facilities and they help with meal preparation, personal hygiene, bathing, medication reminders, and transportation on both an hourly and live-in basis. In addition, caregivers actively engage clients in physical, mental, and social activities. Home Care Assistance caregivers 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 caregivers. The company was founded in 2002 by Certified Care Managers and a PhD Clinical Psychologist. For more information about Home Care Assistance please visit www.HomeCareAssistance.com or call 1-866-454-8346.

ABOUT THE ADAPTIVE BUSINESS LEADERS ORGANIZATION

For over 30 years, the ABL Organization has supported and fostered the sharing of strategic growth strategies and tactics, best practices and business innovations through its CEO-level Round Tables and Conferences. This will be the 17th year for ABL's Innovations in HealthCareSM Awards and Event where healthcare industry leaders have honored the organizations whose products and services are judged to be the most innovative, with proven metrics assuring their cost-effective quality. Also, year-round, through its array of Round Tables and events, ABL helps to enable the growth of many of California's leading technology and healthcare companies. Since its founding in 1983, through focused, confidential, monthly Round tables and regularly-scheduled Conferences and Events, members have helped each other capitalize on market trends and opportunities, assuring that they are well positioned for corporate and personal success.