



## Media Contact

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## Home Care Assistance Announces Opening of St. Augustine, Florida Office

*In-home care leader Home Care Assistance will provide home care for the growing senior population in St. Johns County, Flagler County and the surrounding areas*

**(St. Augustine, Florida—August 4, 2015)** [Home Care Assistance St. Augustine](#), the premier home care provider, is pleased to announce the opening of its new office which will serve the communities of St. Johns County and Flagler County. This location is the 108<sup>th</sup> Home Care Assistance office in North America and is opening during a stage of incredible growth and measured success for the organization. The new office is located at 910 S Winterhawk Drive, Suite 106 in St. Augustine, FL.

“I am excited to share the unique and innovative programs offered by Home Care Assistance as a resource for the community of St. Johns County and the surrounding areas,” said Master Lama Rasaji, President of Home Care Assistance St. Augustine. “At Home Care Assistance our mission is to change the way the world ages through distinct offerings such as our proprietary Balance Care Method™ based on the scientifically studied lifestyles of the longest living people on Earth and our Cognitive Therapeutics Method™, an activities-based program designed to delay the onset of cognitive decline.”

CFO Bill Goldwire adds, “Given the demand for high quality home care services in the St. Augustine area, we will be opening additional offices in the near future to serve more communities and seniors.”

Home Care Assistance only hires the most qualified and compassionate individuals as caregivers to serve the evolving needs of the company’s clientele; Home Care Assistance accepts approximately one out of 25 caregiver applicants. Applicants undergo thorough screening including background investigation, references and proper work authorization. A proprietary Caregiver Personality assessment screens the applicant’s traits such as kindness, honesty, compassion and conscientiousness.

Master Lama Rasaji, in addition to our Client Care Managers at Home Care Assistance of St. Augustine, uphold these standards in the highly-selective hiring process. Along with their compassion and professional expertise, the Client Care Managers carefully match clients with the caregiver best-qualified for his or her unique needs and preferences and treat each client as though they are a part of their family!

Nine out of 10 seniors prefer to age in the comfort of their own home, yet thousands of seniors still move to facilities each year. A professionally trained and compassionate caregiver can provide the support needed to allow seniors to age safely and independently where they would prefer: in their own home. Home Care Assistance caregivers provide the following services to help seniors live well at home: hourly and live-in care, meal preparation, transportation, walking/transferring assistance, medication reminders, companionship, our balanced care methods and more.

To learn more about Home Care Assistance services for St. Johns County and Flagler County, or to schedule a complimentary in-home assessment, please visit 910 Winterhawk Drive, Suite 106, in St. Augustine, Florida. Individuals may also visit [www.HomeCareAssistanceStAugustine.com](http://www.HomeCareAssistanceStAugustine.com) or call 904-615-6933.

## **ABOUT HOME CARE ASSISTANCE**

Home Care Assistance is the leading provider of in-home care for seniors across the United States, Canada and Australia. Our mission is the 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, our expertise and continued training on 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 about Home Care Assistance opportunities, visit [www.homecareassistance.com](http://www.homecareassistance.com).