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Home Care Assistance of Northern Arizona Hires Chris Knack as Director of Community Relations

Chris Knack joins Home Care Assistance of Northern Arizona as Director of Community Relations and the company's Cognitive Therapeutics Method Interventionist

(Prescott, AZ – September 14, 2015) [Home Care Assistance of Northern Arizona](#), the leading provider of in-home care for seniors in northern Arizona, welcomes Chris Knack as its new Director of Community Relations. As the Director of Community Relations, Chris' role will largely focus on building partnerships with referral sources in the medical, social and business organizations. In addition, Chris will be the subject matter expert, trainer and lead practitioner for the company's Cognitive Therapeutics Method™ approach to care.

"As the Director of Community Relations, I will engage with colleagues that I have known over the years and look forward to the opportunity to build new relationships in the community. In the greater Prescott community, relationships and reputation are what drives business success," said Knack. "In addition, I look forward to establishing thought leadership for the Cognitive Therapeutics Method, which is both a major differentiator and a new innovation in our local in-home care market. For this and many other reasons, I would recommend Home Care Assistance to anyone looking for in-home care for their Mom or Dad."

Chris attended the University of Memphis where he received a BA in Psychology, a MS in Community Agency Counseling and an additional MS in School Counseling. Prior to joining Home Care Assistance, Chris accumulated 20+ years of experience in a variety of clinical and managerial roles including ten years as a Cognitive Behavioral Therapist. In addition, he was recently the CEO for a Private Psychiatric Facility in Prescott Valley, AZ.

"Chris has made an immediate impact to our team," said Carol White, owner of Home Care Assistance of Northern Arizona. "His depth and breadth of experience as well as his extensive personal and professional connections in the Prescott and Quad-cities communities have enabled an immediate, positive impact to both our brand and our capabilities."

Knack is joining Home Care Assistance in a stage of incredible growth and incremental success. The company is in the midst of an aggressive international expansion campaign with plans to have 120 offices open by the end of 2016.

To learn more about Home Care Assistance of Northern Arizona please visit www.HomeCareAssistancePrescott.com, or call 928-771-0105. The office is located at 377 N. Montezuma St. Suite 110, in Prescott, Arizona.

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 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 www.homecareassistance.com/.