



Media Contact:  
Kathryn Zaskorn  
Public Relations and Marketing Manager  
650-462-9501  
[kzaskorn@homecareassistance.com](mailto:kzaskorn@homecareassistance.com)

## **Home Care Assistance of Dayton Welcomes New Client Care Manager**

*Jennifer will play an integral role in client care for the rapidly growing senior care company, Home Care Assistance*

**(Dayton, OH – September 14, 2015)** – [Home Care Assistance of Dayton](#), a leading provider of in-home care for seniors, welcomes Jennifer Couch as the office's Client Care Manager. Jennifer will play an integral role in the hiring and training of caregivers as well as oversee the personalization and execution of care plans for each and every client. Jennifer, who received her BA with honors from Wright State University, comes to us from the Neuropsychology Department at the Home Care Assistance corporate office in Palo Alto, CA. It was there that Jennifer made remarkable contributions to the research and development of the Cognitive Therapeutics Method™, an innovative approach to in-home dementia care that we offer today. Jennifer's passion for helping seniors maintain their independence and live well at home is very much in line with the Balanced Care Method™, Home Care Assistance's holistic approach to care and overall quality of life.

"There is a growing need for in-home care among aging adults in the Dayton area," said Jennifer Couch, Client Care Manager of Home Care Assistance of Dayton. "As individuals age, chronic health conditions frequently set in and outside assistance is needed, especially when adult children don't live nearby. Our caregivers are professionally trained and provide compassionate companionship to our clients to ensure they remain safely and independently in their homes."

"We are thrilled to have Jennifer join our team," said Mark Febus, owner of Home Care Assistance of Dayton. "Her extensive background, experience, and commitment to exceptional care will be a valuable asset to our clients and our company."

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. To learn more about Home Care Assistance of Dayton, please visit [www.HomeCareAssistanceDayton.com](http://www.HomeCareAssistanceDayton.com), or call 937-353-7997.

### **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 2013 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).