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Home Care Assistance Announces Opening of New South Carolina Office

In-home care leader, Home Care Assistance, will provide home care for the growing senior population in Georgetown & Horry counties

(Pawleys Island, SC – October 27, 2015) [Home Care Assistance of Grand Strand](#), the premier home care provider in South Carolina, is pleased to announce the opening of its new office, which will serve the greater Grand Strand community. This location is the 113th Home Care Assistance office in North America and is opening during a stage of incredible growth and measured success for Home Care Assistance. The office is located at 237-B Willbrook Blvd. in Pawleys Island in the Shops at Mingo.

“I am excited to share the unique and innovative programs offered by Home Care Assistance as a resource for our residents in Horry and Georgetown counties,” said Ashley DesMarteau, Director of Client Services. “At Home Care Assistance, our mission is to change the way the world ages through distinct offerings such as our proprietary Balanced 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.”

Home Care Assistance hires only the most qualified and compassionate individuals as caregivers to serve the evolving needs of the company’s clientele; Home Care Assistance accepts only one out of every 25 caregiver applicants on average. Applicants undergo thorough screening including background checks, reference checks and work authorization. A proprietary Caregiver Personality Screening test assesses each applicant’s traits, such as kindness, honesty and conscientiousness. Caregivers will attend nutrition and healthy meal preparation classes at Stox & Company with Personal Chef Ann Moore.

Trava Hendrix, Client Care Manager at Home Care Assistance of Grand Strand, upholds these standards in the highly-selective hiring process. Along with her compassion and professional expertise, Trava matches clients with the caregiver best-qualified for his or her unique needs and preferences and treats every client as though he or she were a part of her own family.

Nine out of ten seniors prefer to age in the comfort of their own home, yet thousands of seniors still move to facilities every year. A professionally trained and compassionate caregiver can provide the support to help each senior age safely and independently for as long as possible where they prefer: 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 and more.

To learn more about what Home Care Assistance has to offer or to schedule a free in-home assessment, please visit www.HomeCareAssistanceGrandStrand.com or call 843-353-3105 today. Home Care Assistance of the Grand Strand is located at 237-B Willbrook Blvd. in Pawleys Island, SC.

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 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.