



Media Contact:

Kathryn Zaksorn

Director of Franchise Marketing

650-462-9501

kzaksorn@homecareassistance.com

Home Care Assistance Joins Alzheimer's Workplace Alliance

In line with the company's commitment to community education, Home Care Assistance joins the Alzheimer's Association's Alzheimer's Workplace Alliance (AWA) to raise awareness around Alzheimer's care and prevention through a host of educational resources

(Palo Alto, CA—November 3, 2015) – [Home Care Assistance](#), the leading provider of in-home care for seniors, is committed to providing educational resources around Alzheimer's care and prevention to professionals and communities alike. In recognition of Alzheimer's Awareness Month, Home Care Assistance recently became an Alzheimer's Workplace Alliance (AWA) Corporate Champion, a group of nearly 2,000 leading companies supporting Alzheimer's and dementia caregivers in the workplace. As an AWA Corporate Champion, Home Care Assistance is dedicated providing the tools that support those suffering from Alzheimer's and the family members who care for them.

In order to further equip family caregivers with the resources they need to provide the best care possible for loved ones affected by Alzheimer's, Home Care Assistance is hosting a public webinar on Alzheimer's care on Thursday, November 19th at 10 AM Pacific/ 1 PM Eastern. Led by Kae Hammond, Founder and President of the Dementia Help Center, author of *Pathways: A Guidebook for Dementia & Alzheimer's Family Caregivers* and host of "The Kae Hammond Show: Care for The Family Caregiver", the hour-long webinar will cover topics on understanding the disease, caring for a loved one with Alzheimer's or another form of dementia, and respite tips for the family caregivers who care for these individuals.

Home Care Assistance has also authored an award-winning book series on topics around aging, wellness and quality of life—[Mind Over Gray Matter](#), the fifth book in the Healthy Longevity Book Series, is written to help friends and family members support a loved one with Alzheimer's or dementia. The book offers a new approach to dementia care focused on practical guidance, as well as evidence-based techniques to provide family caregivers with the tools they need to help improve the quality of life for their loved ones while simultaneously slowing the progression of the disease.

"Our mission at Home Care Assistance is to change the way the world ages," said Lily Sarafan, President of Home Care Assistance. "We continue to fulfill this mission by being positive contributors to the communities we serve and providing educational resources to the greater public. By working with experienced professionals in Alzheimer's and dementia care, neuropsychology, clinical research and more, we have access to cutting-edge research which we use to innovate and develop programs that are helping affected individuals lead more fulfilling lives, elevating the standard of care worldwide."

Home Care Assistance caregivers are trained in Alzheimer's care through the company's unique online training platform, Home Care Assistance University. Caregivers are afforded a variety of courses ranging from nutritional education, mobility support and Alzheimer's and dementia care. In addition, Home Care Assistance trains all caregivers in the [Balanced Care Method™](#), a holistic approach to senior care, and the [Cognitive Therapeutics Method™](#), an in-home activities program to promote brain health.

The Cognitive Therapeutics Method is a unique science-based intervention program designed to promote brain health as well as delay the onset and slow the progression of symptoms of cognitive decline. The program focuses on cognitive activities that target the five primary cognitive domains as well as coping strategies, sensory engagement, social skills, recreation, exercise and diet to enhance quality of life. Home Care Assistance caregivers are trained in the Method so that clients receive one-on-one mental stimulation in addition to support with basic care and activities of daily living.

Worldwide there are currently 47.5 million people living with dementia, and by 2050, this number is expected to triple. Alzheimer's disease, the most common form of dementia, currently affects six million people in the United States and Canada. Currently there is no cure for the disease but treatments for symptoms and interventions to slow disease progression are available, improving quality of life for Alzheimer's sufferers as well as their caregivers.

To learn more about the Alzheimer's care services offered by Home Care Assistance, visit www.HomeCareAssistance.com/Alzheimers-and-Dementia-Care. For more information or to register for the Alzheimer's Care webinar, visit www.HomeCareAssistance.com/Dementia-Webinar.

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 and Franchise500® 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 or franchise.homecareassistance.com.