



Media Contact:

Kathryn Zakskorn
Public Relations and Marketing Manager
650-462-9501
kzakskorn@homecareassistance.com

Home Care Assistance of Bethesda Welcomes New Director of Operations

Dawn Seek will play an integral role in home care management in the Maryland region for the rapidly growing senior care company, Home Care Assistance of Bethesda

(Bethesda, MD – November 16, 2015) [Home Care Assistance of Bethesda](#), a leading provider of in-home care for seniors, welcomes Dawn Seek as the new Director of Operations. Dawn brings over thirty years of industry experience to Home Care Assistance along with a degree in Business Management. Dawn has experience from several management positions for home care companies, including finance and operations management, as well as previous experience as a home care aide and private duty nurse. In addition to her role at Home Care Assistance, Dawn serves as the Vice President of the Maryland National Home Care Association and sits on the D.C. Coalition for Long Term Care.

“At Home Care Assistance, our mission is to change the way the world ages,” said Dawn Seek, Director of Operations. “I am thrilled to be a part of a home care team that is supporting our mission through unique offerings such as the Balanced Care Method™, a holistic approach to care, and the Cognitive Therapeutics Method™, an in-home activities-based program to promote brain health.”

Based on the scientific studies of the world’s healthiest seniors, the [Balanced Care Method](#) promotes five key lifestyle behaviors correlated with healthy longevity: healthy diet, physical exercise, active social ties, mental stimulation and a sense of purpose and calm. Caregivers are professionally trained to incorporate the Method into daily care to encourage healthy mind, body and spirit. In addition, the [Cognitive Therapeutics Method](#) is a research-based program designed to promote long-term brain health and prevent cognitive decline by stimulating the five main cognitive domains with fun and engaging activities.

As the leading provider of live-in care, Home Care Assistance staff is available 24/7 to provide experienced, trustworthy caregivers to help with all home care needs for seniors including transportation, healthy meal preparation, companionship, socialization, activities, personal care, medication reminders and dementia care services. 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, trustworthy caregivers. Professional, compassionate caregivers encourage independence and engage clients in physical, mental and social activities, providing safety and comfort to seniors and respite and peace of mind to their family members.

To learn more about Home Care Assistance of Bethesda, please visit www.HomeCareAssistance.com/Bethesda, or call 301-654-1525. The office is located at 7950 Norfolk Avenue in Bethesda, Maryland.

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 www.homecareassistance.com.