



Media Contact:

Kathryn Zakskorn
Direct of Franchise Marketing
650-462-9501
kzakskorn@homecareassistance.com

Home Care Assistance Celebrates Grand Opening of Palm Desert, CA Location with Ribbon Cutting Ceremony

Senior care leader, Home Care Assistance of Palm Desert, will be hosting a Grand Opening Event sponsored by the Palm Desert and La Quinta Chambers of Commerce on Tuesday, November 17th from 4pm to 6pm

(Palm Desert, CA—Nov 9, 2015) [Home Care Assistance of Palm Desert](#), a leading provider of in-home care for seniors, is pleased to serve the Coachella Valley community and surrounding areas with its newest office in Palm Desert, California. The ribbon cutting ceremony will be conducted by the Palm Desert Chamber of Commerce and the La Quinta Chamber of Commerce at the Grand Opening Event on Tuesday, November 17th from 4pm to 6pm. The event will take place at the Palm Desert office which is located at 39620 Washington Street, Suite D, in Palm Desert, California. Light appetizers and refreshments will be provided.

“I am excited to share what makes Home Care Assistance unique in the home care industry and I am confident we will be a great resource for seniors and professionals in the Coachella Valley,” said Nikhil Mehta, Owner of Home Care Assistance of Palm Desert. “At the Grand Opening Event we will be discussing our key differentiators, including the [Balanced Care Method™](#), our proprietary approach to aging and care, the [Cognitive Therapeutics Method™](#), an activities-based intervention program designed to delay cognitive decline, and Home Care Assistance University, an online training platform for our caregivers.”

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. For example, caregivers have access to healthy meal preparation training through the company’s online Home Care Assistance University.

Home Care Assistance will be demonstrating the unique and proprietary [Cognitive Therapeutics Method™](#), an activities-based program that is designed to delay cognitive decline associated with various forms of dementia including Alzheimer’s, Lewy Body disease and vascular dementia. The program addresses five cognitive domains including memory, language, attention, visual spatial relations and executive functioning.

Home Care Assistance of Palm Desert is selective in terms of screening and hiring caregiver applicants. Background checks, reference checks and work authorization are all completed along with a proprietary

Caregiver Personality Screening. The screening is used to verify applicants' suitability for a caregiving career by assessing traits such as honesty, kindness and conscientiousness. The company views each client as if he or she were their own parent and spends time matching the client with the best skilled caregiver for his or her needs and personality.

Home Care Assistance provides hourly and live-in services, allowing seniors to remain safely in their homes while providing family members respite and peace of mind. Caregivers utilize a holistic approach to aging, encouraging independence and engaging clients in physical, mental and social activities, in addition to assisting with meal preparation, personal hygiene, bathing, medication reminders, transportation and more.

Home Care Assistance of Palm Desert serves all communities in the Coachella Valley and the Greater Palm Springs area. Call 760-345-0001 or visit www.HomeCareAssistancePalmDesert.com to learn more about the company's superior in-home care services and schedule a free in-home assessment.

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® 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.