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Home Care Assistance of Cincinnati Welcomes New Client Care Manager

Laura will play an integral role in client care for the rapidly growing senior care company, Home Care Assistance of Cincinnati

(Cincinnati, OH – November 9, 2015) [Home Care Assistance of Cincinnati](#), a leading provider of in-home care for seniors, welcomes Laura Norton as the newest member of the Client Care Management team. Laura knew for a long time she was drawn to working with seniors. She earned a Bachelor's Degree in Social Work from Northern Kentucky University, during which time she interned for a local hospice agency. It was such a great fit, the agency requested to keep Laura for another term. While pursuing her degrees, Laura used her remaining free time to work as a caregiver for Home Care Assistance and as a volunteer by providing pet therapy to the elderly with horses and her own dogs. Laura was recently awarded her Master's in Social Work and is a Licensed Social Worker.

"There is a growing need for in-home care among aging adults in the Cincinnati area," said Laura Norton, Client Care Manager of Home Care Assistance of Cincinnati. "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 the highest level of non-medical care available for our clients to ensure they remain safely and independently in their homes."

Laura is a strong believer in the Strength's Perspective, which focuses on identifying clients' abilities, assets and resources as opposed to their weaknesses. She is looking forward to using this approach with her Home Care Assistance clients and their caregivers. Laura'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.

"We are thrilled to have Laura join our team," said Will Reid, owner of Home Care Assistance Cincinnati. "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 Cincinnati, please visit www.HomeCareAssistanceCincinnati.com, or call 513-891-2273.

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.