



Media Contact:

Kathryn Zaksorn
Director of Franchise Marketing
650-462-9501
kzaksorn@homecareassistance.com

Home Care Assistance of Santa Barbara Hires Toni Liquornik as Client Care Manager

Liquornik will play an important role in serving the rapidly growing senior population in Santa Barbara and surrounding communities

(Santa Barbara, CA – February 1, 2016) [Home Care Assistance of Santa Barbara](#), a leading provider of in-home care for seniors, is proud to welcome Toni Liquornik as Client Care Manager. Liquornik brings over ten years of professional experience in senior care as a certified Geriatric Care Manager. Her expertise in long-term care and passion for educating seniors with valuable resources will provide critical support to local seniors and their families.

“At Home Care Assistance, our mission is to change the way the world ages,” said Liquornik. “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™, a proactive approach to 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. Home Care Assistance also offers the Cognitive Therapeutics Method™, a unique in-home activities program designed to promote brain health by stimulating the five main cognitive domains with fun and engaging activities.

As the leading provider of daily 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 Santa Barbara, please visit www.HomeCareAssistance.com/Santa-Barbara or call at 805-845-2755. The office is located at 1165 Coast Village Road, Suite B, in Santa Barbara, California.

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 daily care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2016 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 <http://www.homecareassistance.com>.