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Home Care Assistance of Naples Hires Amy R. Joiner, MSW as Client Care Manager

Amy will play an integral role in the rapidly growing senior population in Collier and Lee County area

(Naples, FL – March 14, 2016) Home Care Assistance of Naples, a leading provider of in-home care for seniors, is proud to welcome Amy R. Joiner, MSW as its Client Care Manager. With over 10 years of professional experience in senior care, Amy is highly passionate and dedicated to promoting quality of life for seniors. She has worked in assisted living, memory care, skilled nursing and hospice companies and is enthusiastic about joining Home Care Assistance to provide care where seniors most prefer: at home.

After witnessing a loved one's battle with Alzheimer's firsthand, Amy became an advocate for those facing the disease. She is currently is an active member of the Aging Life Care Association and the National Association of Professional Geriatric Care Managers as well as an advocate for education and community involvement around aging. Amy's expertise in Alzheimer's and other forms of dementia is in line with the company's **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.

"At Home Care Assistance, our mission is to change the way the world ages," said Amy. "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.

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 Naples, please visit www.HomeCareAssistanceNaples.com or call at 239-449-4701. The office is located at 3605 Tamiami Trl. N. in Naples, Florida.

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 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 homecareassistance.com.