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Home Care Assistance CEO Named Women Health Care Executives 2016 Woman of the Year

Lily Sarafan to be honored at the Woman of the Year dinner gala at the Westin St. Francis Hotel in San Francisco on May 3rd for her work in the in-home care industry; Home Care Assistance employs 6,000 team members across 150 global markets

(San Francisco, CA – March 15, 2016) Today, [Women Health Care Executives](#) (WHCE) announced that Lily Sarafan, CEO of [Home Care Assistance](#) is the organization's 2016 Woman of the Year. Lily will be formally recognized at WHCE's Woman of the Year gala on May 3rd at the Westin St. Francis Hotel in San Francisco. Home Care Assistance is the leading provider of in-home care for seniors across the United States, Canada and Australia, providing older adults with quality care that enables them to live happier, healthier lives at home. The caliber of caregivers and years of expertise in daily care sets Home Care Assistance apart from other caregiver service companies.

"We are thrilled to recognize Lily as our 2016 Woman of the Year and share her story to help inspire other female leaders," said Karen (Sein) Stander, WHCE President & Chief Home Health & Private Care Executive, Sutter Care at Home. "As an entrepreneur, advisor, and mentor, she's made an incredible difference in the healthcare industry, while being actively engaged in the Northern California community."

Each year, WHCE honors a woman whose leadership and contributions to the health care field are exceptional and deserving of recognition. At the gala, WHCE will also announce scholarships for young women in the Bay Area who have demonstrated commitment to careers in health care and serving their communities.

"Women Health Care Executives is an amazing organization led by the most inspirational women in healthcare, and I am deeply honored to receive this award," said Sarafan. "Throughout my career, I've been inspired by the trailblazing achievements of women leaders in the private and public sectors. We are very proud of the work we've done at Home Care Assistance, and grateful for the opportunity to impact tens of thousands of our clients and employees. I want to thank WHCE for supporting our women-led company and empowering all leaders in healthcare."

Under Lily's leadership for more than a decade, Home Care Assistance has grown from startup to venture-backed growth company to industry champion and today employs more than 6,000 team members across 150 global markets. The company is consistently recognized as an employer of choice and best-in-class consumer product,

and Lily as a featured expert on digital health and the future of aging at the White House and conferences around the world.

Lily is also an investor and advisor to startups, mentor for 500 Startups and StartX, and co-founder of a healthcare technology venture. She serves on the boards of several high-impact organizations including the Stanford Alumni Association, the Berkeley Haas Center for Entrepreneurship and Development, and the National Iranian American Council. Across various public and private sector initiatives, Lily plays a leadership role to advance economic development, civil society, and interdisciplinary approaches to business and social impact.

One of Silicon Valley's 40 Under 40, she has been featured in Forbes, Entrepreneur and Inc. Lily holds an M.S. in Management Science and Engineering and B.S. in Science Technology and Society with a minor in Middle Eastern Studies from Stanford University, where she was Eben Tisdale Fellow and Class President.

For event details, including registration and sponsorship opportunities, please visit: www.whcesfbay.org.

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 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>.

About Women Health Care Executives

Women Health Care Executives (WHCE) of Northern California is a dynamic community of professional women in the San Francisco Bay Area who encourage and inspire each other throughout the development of their careers. Established more than 30 years ago by a small group of women who met informally to address the unique challenges they faced in their leadership roles, WHCE has a proud history of providing a forum for networking, education, and support. Today WHCE has close to 200 members spanning multiple health-related disciplines throughout the Bay Area.