



**Media Contact:**

Kathryn Zaskorn  
Director of Franchise Marketing  
650-462-9501  
[kzaskorn@homecareassistance.com](mailto:kzaskorn@homecareassistance.com)

## **Home Care Assistance of Beverly Hills Welcomes Kira Morrissey as Client Care Manager**

*Kira will play an important role in the Beverly Hills community and surrounding areas by serving their rapidly growing senior population*

**(Beverly Hills, CA – May 3, 2016)** [Home Care Assistance of Beverly Hills](#), a leading provider of in-home care for seniors, is proud to welcome Kira Morrissey as Client Care Manager. Kira obtained her Bachelor's and Master's Degree in Social Work from the University of Arkansas in 2012 and has always has a genuine concern and interest in others. She has worked with various populations but found her geriatric work to be the most rewarding. Kira brings professional experience in management, non-profit, assisted living, advocacy and mental health. She prides herself on her compassionate nature and her ability to build and maintain strong relationships between clients and caregivers, but also within the greater community.

“At Home Care Assistance, our mission is to change the way the world ages,” said Kira. “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. I know that my efforts will continue to make a difference for local Beverly Hills seniors.”

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. In addition, the [Cognitive Therapeutics Method](#)™ is a research-based program designed to promote long-term brain health and prevent cognitive decline 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 Beverly Hills, please visit [www.HomeCareAssistance.com/Los-Angeles](http://www.HomeCareAssistance.com/Los-Angeles) or call at 310-910-7957. The office is located at 9407 Olympic Boulevard in Beverly Hills, 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>.