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Home Care Assistance of the Lehigh Valley Welcomes Laura Bogert as Marketing Director

Bogert joins Home Care Assistance in an incredible stage of growth, bringing almost two decades of marketing experience and customer service to the company

(Allentown, PA – June 30, 2016) [Home Care Assistance of the Lehigh Valley](#), a leading provider of in-home care for seniors, welcomes Laura Bogert as the company's new Marketing Director. Laura will be responsible for developing partnerships with healthcare and senior care professionals throughout the Lehigh Valley as well as promoting company initiatives and programs such as continuing education webinars, The Balanced Care Method™, and The Cognitive Therapeutics Method™, an innovative approach to in-home dementia care. Ms. Bogert, who spent the past 16 years in Marketing and Customer Service Management in property management, has extensive experience in customer relations, event planning, networking and business to business relationship building.

"The resources and training techniques available through Home Care Assistance is absolutely incredible," said Ms. Bogert. "The company and its team of professionals have developed several unique offerings, which differentiate Home Care Assistance from other home care agencies. From the exclusive Balanced Care and Cognitive Therapeutics programs for clients to the courses for caregivers and staff through Home Care Assistance University, it is not surprising that Home Care Assistance of the Lehigh Valley was named a 2016 Best of Home Care Provider of Choice and Employer of Choice by Home Care Pulse. I feel honored to be a part of a team that is changing the way the world ages."

"We are thrilled to have Laura join our team," said Rachael Geiger, Operations Director of Home Care Assistance of the Lehigh Valley. "Her extensive background, experience and commitment to relationship building will be a valuable asset to our clients and our company."

To learn more about Home Care Assistance of the Lehigh Valley, please visit www.homecareassistancelehighvalley.com or call 484-350-3874. The office is located at 1104 S. Cedar Crest Blvd., Suite 200 in Allentown, PA.

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®, Inc. 5000 Company and one of the 50 fastest growing women-owned companies worldwide in 2016, Home Care Assistance has received numerous industry awards including Entrepreneur's Fastest-Growing Franchises and Franchise Business Review's Top 50. The company was recognized as a 2016 Endorsed National Provider by the home care industry's leading research firm, Home Care Pulse. Home Care Assistance CEO Lily Sarafan was also named Health Care Executives' 2016 Woman of the Year. For more information about Home Care Assistance, our services and franchise opportunities, visit www.homecareassistance.com.