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Home Care Assistance Palo Alto Welcomes New Director of Business Development

Deanne Belcher brings over 30 years of health care experience to her new role, where she will serve the rapidly growing senior population in Palo Alto, Atherton, Menlo Park and surrounding areas

(Palo Alto, CA – August 15, 2016) [Home Care Assistance Palo Alto](#), a leading provider of in-home care for seniors, is excited to welcome Deanne Belcher as the new Director of Business Development. Belcher is a highly-acclaimed home and health care expert with over 30 years of experience in the Bay Area. As Director of Business Development, she will coordinate home care services for seniors, educate the community on Home Care Assistance's innovative approach to in-home care and work with other elder care professionals to help seniors in Palo Alto and the greater Peninsula thrive.

"We are thrilled to have Deanne join our team," said Bridget Lynch, Director of Client Services of Home Care Assistance Palo Alto. "Deanne will help the growing senior population along the Peninsula by introducing the community to Home Care Assistance's unique programs and the industry's best caregivers to help seniors live safely and independently at home."

Prior to joining Home Care Assistance, Belcher worked in both clinical and management roles in home health. She started her career as a Registered Nurse before moving into the home health care arena in 1991, where she discovered her passion for home care and sales. She went on to assist with the creation and development of AdvoLIFE, a successful geriatric care management and caregiving company. As a company leader, Belcher helped with AdvoLIFE's expansion and acquisition by LivHOME until 2011, when she became a key member of the start-up team for Agility Health, a licensed private duty home health agency. Her commitment to exceptional customer service along with her entrepreneurial spirit make her a perfect champion of the company's mission to change the way the world ages.

Home Care Assistance helps seniors live well at home through innovative offerings such as its proprietary [Balanced Care Method™](#), which emphasizes scientifically-studied lifestyle behaviors of the longest-living people on Earth, and the [Cognitive Therapeutics Method™](#), an activities-based program designed to boost mental acuity as well as delay the onset and progression of cognitive decline. Committed to community education on topics related to healthy longevity, the company has also authored an award-winning senior wellness book series, which is comprised of seven books, including *The Brain Boost: A Practical Guide to Brain Health*, *Mind Over Gray Matter: A New Approach to Dementia Care* and *Hospital to Home Care: A Step by Step Guide to Providing Care to Patients Post Hospitalization*, among others.

To learn more about Home Care Assistance Palo Alto, please visit www.HomeCareAssistance.com/Palo-Alto or call at 650-462-6900. Home Care Assistance Palo Alto is located at 148 Hawthorne Avenue in Palo Alto, California.

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.