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Home Care Assistance of the Lehigh Valley Announces Partnership with A Place for Mom

(Allentown, PA – April 27, 2017) [Home Care Assistance of the Lehigh Valley](#), the leading agency for in-home senior care, is proud to announce that it has entered into a new partnership with A Place for Mom, North America's largest senior referral service. This partnership will enable even more of the local senior population to learn more about the commitment that Home Care Assistance has to high-quality care and proprietary care methods including The Balanced Care Method®, promoting healthy longevity, and The Cognitive Therapeutics Method®, designed to slow cognitive decline. "We are very excited to partner with A Place for Mom," stated Laura Bogert, Marketing Director. "I feel that our respective missions really align as we both strive to be leaders in our industry and provide best quality service to our families and partners."

To find out more about Home Care Assistance of the Lehigh Valley's commitment to excellence, please visit www.hcalv.com or call 484-350-3874 at any time. Home Care Assistance also welcomes anyone to visit their office which 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, 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, visit www.homecareassistance.com.

ABOUT A PLACE FOR MOM

[A Place for Mom](#) was established in 2000 and is North America's largest senior living referral source with 400+ local advisors and a network of 20,000 providers to help families find the best fit for their situation. We aspire to be leaders in our industry and provide best-in-class service to families and partners. A Place for Mom partners with Joan Lunden, a well-known family caregiving advocate, award-winning journalist and longest running host of TV's Good Morning America, to help educate consumers and support our brand. For more information visit www.aplaceformom.com.