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## **Home Care Assistance Celebrates 3 Years in Waterloo & Wellington Region!**

*Senior care leader, Home Care Assistance Waterloo, will be hosting a Networking Social Event on Thursday, September 20<sup>th</sup>, 2018 from 4pm to 6pm*

**(Waterloo, ON – September 20, 2018)** [Home Care Assistance Waterloo](#), a leading provider of in-home care for seniors, is pleased to announce 3 years of successful operation in [Waterloo Wellington](#) (Guelph) Region. The Networking/Celebration Event will be held on Thursday, September 20<sup>th</sup> from 4pm to 6pm. The event is also a great opportunity to connect and celebrate with our valued community partners.

“I am excited to share what makes Home Care Assistance unique in the home care industry and I am confident we will be a great resource for seniors and others in the Waterloo and Wellington (Guelph) community,” said Angie Kunnath, owner of Home Care Assistance Waterloo. “At the Networking Event we will be discussing and demonstrating our key differentiators such as our proprietary approach to aging and care, the Balanced Care Method™, our activities-based intervention program designed to delay cognitive decline, the Cognitive Therapeutics Method™, and our proprietary online HCA University, an online training platform for caregivers.”

Based on the scientific studies of the world’s healthiest seniors, the Balanced Care Method™ promotes five key lifestyle behaviours 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. For example, caregivers have access to healthy meal preparation training through the company’s online Home Care Assistance University.

We will be demonstrating the unique and proprietary Cognitive Therapeutics Method, an activities based protocol that is designed to delay the onset and slow the progression of cognitive decline associated with various forms of dementia including Alzheimer’s, vascular dementia, Parkinson’s and Lewy Body disease. The practice addresses five cognitive domains in the brain including memory, language, attention, visual spatial relations and executive functions. This service is provided by our trained caregivers at no additional cost to our clients.

[Home Care Assistance Waterloo](#) is very selective in terms of screening and hiring caregiver applicants. Background checks, reference checks and work authorization are all completed along with a proprietary

Caregiver Personality Screening. The screening is used to verify applicants' suitability for a caregiving career by assessing traits such as honesty, kindness and conscientiousness. We view each client as if he or she were her own parent and spend time matching the client with the best skilled caregiver for his or her needs and personality. Home Care Assistance Waterloo was awarded The Best of Home Care – **Employer of Choice** award is based on caregiver satisfaction ratings collected via telephone interviews by [Home Care Pulse](#), an independent satisfaction research firm. Organizations that have earned this award are best-in-class for caregiver satisfaction. When you choose an "Employer of Choice," you can have confidence that your caregivers will be happy to serve you.

Home Care Assistance provides hourly and live-in services, allowing seniors to remain safely in their homes. Having an experienced and professional caregiver in the home of the client also provides family members respite and peace of mind. Caregivers utilize a holistic approach to aging, encouraging independence and engaging clients in physical, mental and social activities, in addition to assisting with meal preparation, personal hygiene, bathing, medication reminders, transportation and more.

Home Care Assistance staff is available 24/7 to provide experienced, trustworthy caregivers to help with all home care needs for seniors: transportation, healthy meal preparation, companionship, socialization, activities, personal care, medication reminders and dementia care services.

Home Care Assistance Waterloo serves Waterloo, Kitchener, Cambridge, Guelph and surrounding areas. Call us at 519-954-2111 or visit [www.homecareassistancewaterloo.ca](http://www.homecareassistancewaterloo.ca) to learn more about the company's superior in-home care services and schedule a free in-home assessment.

#### **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 2018 Franchise500®, Inc. 5000 Company and one of the [50 fastest](#) growing women-owned companies worldwide in 2017, 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 [2018 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 <http://www.homecareassistance.com>.