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## **Home Care Assistance Waterloo Wellington Sponsors Fall 2018 Regional Parkinson's Conference**

*In line with their mission to change the way the world ages, Home Care Assistance Waterloo sponsored the Parkinson Society Southwestern Ontario Fall Conference at The Inn of Waterloo in the city of Waterloo*

(Waterloo, Ontario – 20<sup>th</sup> October, 2018) [Home Care Assistance Waterloo Wellington](#), the trusted provider of in-home care for seniors, sponsored the Regional Parkinson Society Southwestern Ontario Fall Conference which was held this past Saturday, 20<sup>th</sup> October. Home Care Assistance is proud to be part of an event that featured Parkinson's Advocate and Professional Speaker Dr. Quincy Almeida, Director of Movement Disorders Research & Rehabilitation Centre at Wilfrid Laurier University, Dr. Jim Frank, Professor of Kinesiology, University of Waterloo, Steve Ludzik, Former NHL player living with Parkinson's, and Dr. Joyce Lee with Geriatric Parkinson Clinic Team from North York General Hospital.

"We are excited to partner with Parkinson Society and sponsor the Fall Conference," said Angie Kunnath, Co-Owner of Home Care Assistance Waterloo & Wellington. "Our common objective is to raise awareness around the support system that exists for people living with Parkinson's disease. Home Care Assistance's mission is to change the way the world ages through innovative offerings such as proprietary Balance Care Method™, which is based on scientifically studies lifestyles of the longest living people on Earth, and our Cognitive Therapeutics Method™, a research based activities program to promote brain health."

Neurological disorders are now the leading cause of disability in the world. Among these neurological disorders, the fastest growing is Parkinson Disease, whose growth is surpassing that of Alzheimer Disease. From 1990 to 2015, the prevalence of, and thus disability and deaths owing to, PD more than doubled. The Global Burden of Disease Study estimates that 6.2 million individuals currently have PD. Because the incidence of PD increases sharply with age and because the world's population is aging, the number of individuals affected is poised for exponential growth.

The number of Canadians over 40 living with Parkinson's disease will increase by 65%, from 99,000 in 2016 to 163,700 by 2031. The number of Canadians over 65 living with Parkinson's disease will more than double to 148,800 by 2031. Overall it has been found that men are more likely than women to have Parkinson's disease. In the previous 12 months, 56% of people with Parkinson's disease received formal

and/or informal assistance at home, work, or school because of their condition. Among those who received assistance because of Parkinson's disease, 84% relied at least in part on family, friends or neighbours.

While Parkinson's disease (PD) traditionally has been defined by its characteristic motor hallmarks, non-motor features such as cognitive impairment and dementia are increasingly recognized as part of PD. Mild cognitive impairment is common in non-demented PD patients, occurring in about 20-50%.

To this end, Home Care Assistance developed the [Cognitive Therapeutics Method™](#), a cognitive stimulation program that uses fun yet effective activities to promote brain health. The program focuses on cognitive activities that target the five primary cognitive domains as well as coping strategies, sensory engagement, social skills, recreation, exercise and diet to enhance quality of life. Home Care Assistance caregivers are trained in the Method so that clients receive one-on-one mental stimulation as well as support with basic care and activities of daily living.

For more information about Home Care Assistance Waterloo, visit [www.HomeCareAssistanceWaterloo.ca](http://www.HomeCareAssistanceWaterloo.ca) or call 519-954-2111 to speak with a care manager. The office is located at 375 University Avenue East, Suite 104, Waterloo, N2K 3M7.

## **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>.

### References:

- 1 <http://www.statcan.gc.ca/pub/82-003-x/2014011/article/14112-eng.htm>
2. [http://www.parkinson.ca/site/c.kgLNiWODKpF/b.9202839/k.4E1E/Canadian\\_study\\_of\\_neurological\\_conditions\\_provides\\_new\\_vital\\_information\\_on\\_the\\_impact\\_of\\_Parkinson8217s\\_disease.htm](http://www.parkinson.ca/site/c.kgLNiWODKpF/b.9202839/k.4E1E/Canadian_study_of_neurological_conditions_provides_new_vital_information_on_the_impact_of_Parkinson8217s_disease.htm)
3. Dorsey, E.R., Bloem, BR, JAMA Neurology, January 2018