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HOME CARE ASSISTANCE OF MASSACHUSETTS CELEBRATES ONE YEAR ANNIVERSARY
Founder-Trio Enhances the Lives of Elders Through-out the State

Wellesley Hills and Brewster, MA – October 20, 2008 – Senior citizens fear moving into a nursing home and losing their independence more than they fear death, according to a study reported in *The Wall Street Journal*. Most Baby Boomers fear their parents will be mistreated in a nursing home and that their parents will be sad. As evidence, the *New York Times* recently reported safety violations at 94% of all nursing homes. Furthermore, the current credit crisis in the financial markets that has caused decreased home prices and difficulties for home buyers to obtain mortgages positions home care as the best choice for families looking to care for their aging parents. According to Carolyn Gelineau, co-founder of Home Care Assistance of Massachusetts, families across Massachusetts are thrilled to learn that Home Care Assistance caregivers allow their aging parents to remain in their own homes and be cared for by dedicated caregivers rather than relocate to unfamiliar facilities with caregiver to client ratios approaching 15 to 1.

Since opening for business one year ago, Home Care Assistance of Massachusetts has helped dozens of families with their home care needs. In an industry with several home-care options available to families, Home Care Assistance defines and differentiates itself from the crowd by taking client assessments several steps further than the rest of the field and identifying caregivers that meet clients' care needs and *chemistry* requirements. "After I speak with a client on the phone, I make an effort to meet with them or their family in person in their home or in the hospital.", says Carolyn Gelineau. "On the phone call and when we meet, I develop an understanding of the schedule and skills needs of their caregiver, but I also spend time getting to know the client to determine which one of our many caregivers would be the best fit for our client. We are certain that this *chemistry match* is best for our clients and caregivers – clients and caregivers look forward to their time together, allowing the client and relationship to thrive. No other home care agency in Massachusetts puts in this level of effort to meet the needs of their clients."

The relationship between the client and Carolyn is not over once the caregiver is identified. There is constant follow-up with the client to assure that the client is happy with the service, with the caregiver and to monitor if the client's needs have changed. "My wife's mom, in addition to my wife and I, have been very impressed with the sincere interest that Home Care Assistance has for their clients. The caregivers who have been assigned to my wife's mom are wonderful. All of our rescheduling needs have been seamless. My wife's mom is thrilled each time Carolyn comes for a visit, often on weekends," says Dr. Jim Brosnan, son-in-law of a Home Care Assistance client.

This is more than a career for Ms. Gelineau and her two partners. They each have life and family experiences that have brought them to own and grow this business. They want their client's lives to be enhanced by their collective efforts. "We genuinely care about each of our clients.", says Carolyn Gelineau.

Home Care Assistance of Massachusetts is one of several Home Care Assistance offices across North America. At their 2008 annual convention in Las Vegas, the Massachusetts office won the Franchisor's "Fast Start" award for being the top performer for their first six months in business. Six months later, Home Care Assistance of Massachusetts is one of the five most successful offices across the entire franchise, with service revenues comparable to offices in business two years or more. "We were excited to meet the three owners and bring them into the franchise one year ago.", says Lily Sarafan, COO of Home Care Assistance Franchise Corporation. "The composition, experience and passion of this team is unique across our locations and I knew they would experience outstanding results. I am looking forward with great anticipation to their second year of business."

With offices in Wellesley Hills and Brewster, Home Care Assistance of Massachusetts enables your loved ones (and you) to maintain a well-deserved quality of life. 89% of older adults prefer to live independently at home rather than relocate to an institutionalized setting. Their experienced, compassionate and rigorously-screened caregivers allow them to do just that. Learn more at www.HomeCareAssistance.com.

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If you would like more information about how you may partner with Home Care Assistance or to learn about being a caregiver or client, please call 781-239-0060 or email mass@HomeCareAssistance.com.