



Media Contact:

Kathryn Zakskorn
Public Relations and Marketing Manager
650-462-9501
kzakskorn@homecareassistance.com

Home Care Assistance 2010 Franchise Convention Keynote Speakers Announced

Convention highlights include highly acclaimed keynote speaker Dr. McCullough to discuss "Slow Medicine Movement," a presentation on The Intel® Health Guide system and best practices in the senior care industry

(Palo Alto, CA – June 21, 2010) Home Care Assistance, a leading international provider of non-medical, in-home senior care, announces the keynote speaker and presentations for their 2010 Franchise Convention at the Omni Hotel in New Orleans from Thursday, June 24th – Friday, June 25th. The Convention will include a variety of presentations and speakers ranging from Dr. McCullough's keynote address on the "Slow Medicine Movement" to a presentation by GE Healthcare on the Intel Health Guide system, as well as presentation on best practices in the senior care industry and the importance of referral marketing.

"We are excited to be featuring a presentation by GE Healthcare on the Intel Health Guide system. The opportunity to provide remote health management to our chronically ill clients is very exciting for us and our franchisees," said Lily Sarafan, COO of Home Care Assistance. "We hope to foster this relationship and grow our strategic programs with GE Healthcare and Intel Health in the future."

Bob Moore, GE Healthcare Home Health, will be presenting on the Intel® Health Guide¹ a comprehensive personal health system that promotes greater patient engagement and more efficient care by combining an in-home patient device – the Intel® Health Guide PHS6000 – with an online interface – the Intel® Health Care Management Suite – allowing clinicians to monitor patients and remotely manage care.

Another convention highlight is Dr. Dennis McCullough, the keynote speaker and graduate of Harvard College and Harvard Medical School. He serves as a faculty member in the Department of Community and Family Medicine at Dartmouth Medical School and is a member of the American Geriatrics Society, the American Academy of Family Physicians, the Society of Teachers of Family Medicine and the American Medical Directors Association. His recent book, *My Mother, Your Mother: The Compassionate Approach to Caring for your Aging Loved Ones*, focuses on the fastest growing demographic in America, those over 80 years old, and provides effective tips on finding high-quality senior care.

"We're very pleased to have such a prominent healthcare professional and author presenting on the important issues around aging and senior care," says Sarafan. "We think our franchisees will benefit significantly from his insights and expertise."

In addition to Dr. McCullough's presentation, several other speakers will discuss the importance of referral marketing, best practices in the senior care industry and recommendations for optimizing social media marketing and branding campaigns.

For more information on Home Care Assistance Franchise, please contact Jack Johnson at 702-204-1436 or visit us online at franchise.homecareassistance.com. Interested in learning about the approval process for purchasing one of Home Care

Assistance's large, high potential territories? Complete your application here:

<http://franchise.homecareassistance.com/content/?c=23>

ABOUT HOME CARE ASSISTANCE

Home Care Assistance was founded in 2002 and began franchising in 2005. A leading provider of non-medical home care for seniors, the Company has earned a strong reputation as specializing in both live-in care and homebound care. A 2011 Franchise500® Company, Home Care Assistance has also been named a Fast 55 Company by The Franchise Times. As recognized leaders in cloud computing, proprietary caregiver training and targeted consumer marketing, Home Care Assistance's management team seeks strong partners to help develop the brand in new markets. For more information about Home Care Assistance and available franchise opportunities, please visit: franchise.homecareassistance.com or www.homecareassistance.com.