



**Press Contact:**

Kathryn Zakskorn

Director of Marketing

Home Care Assistance

[kzakskorn@homecareassistance.com](mailto:kzakskorn@homecareassistance.com)

**Home Care Assistance Celebrates the New Year by Helping Clients Achieve Optimal Health**

*The Balanced Care Method, a proprietary and evidence-based approach to care, is incorporated into Home Care Assistance care plans to promote healthy aging for clients*

(Dayton, Ohio – January 9, 2017) [Home Care Assistance of Dayton](#), North America's premier home care provider, offers the first senior care solution with an emphasis on balance and longevity. The industry's most experienced and vetted caregivers undergo extensive Balanced Care Method™ training which focuses on physical activity, social engagement and other positive lifestyle factors that have been proven to maximize health and wellness in older adults. By incorporating specific lifestyle behaviors into the daily routines of clients, Home Care Assistance caregivers extend and enhance the lives of seniors, helping them live longer, happier lives.

"The Balanced Care Method is an evidence-based program built on studies that demonstrate that only one-third of our longevity is based on genetics and two-thirds on lifestyle factors within our control," said Mark Febus, Owner at Home Care Assistance of Dayton. "There is no single explanation for how and why some people live so much longer and have more active years than others, but there is a place where more people live longer and healthier than any other place on earth: Okinawa, Japan. Based on these studies, Home Care Assistance developed the Balanced Care Method, a holistic program we train our caregivers in to promote optimal health in our clients."

This month, Home Care Assistance caregivers are especially focused on the physical activity tenet of the Balanced Care Method™, working with clients to set wellness goals for the new year and helping them achieve these goals to enhance their overall wellbeing. Many studies have found a positive correlation between physical activity and longevity; being as active as possible helps older adults maintain a healthy body mass, promotes heart health and keeps the mind engaged. Consistent exercise has also been shown to delay the onset of memory loss, slow cognitive decline and muscle atrophy and boost one's mood.

Clients of Home Care Assistance of Dayton receive professional and customized care plans at no additional charge. To find out more about Home Care Assistance of Dayton, please visit [www.HomeCareAssistanceDayton.com](http://www.HomeCareAssistanceDayton.com) or call 937-353-7997 at any time. Home Care Assistance of Dayton is located at 6109 Far Hills Avenue, Dayton, OH 45459 by Dorothy Lane Market.

**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 [2017 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>.