



For Immediate Release

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**Associated Home Care Announces Two New Programs:
Alzheimer's Training and Family Care Packages**

Beverly, MA – March 3, 2010 - Associated Home Care, Inc. of Beverly is excited to share news about two new initiatives that respond to an identified need in our community.

Specialized Alzheimer's disease training

Members of AHC's staff have been certified by the Alzheimer's Association of Massachusetts to provide 12 hours of specialized training for our certified home health aides in caring for individuals with Alzheimer's disease. The focus of this nationally recognized training is to maximize the functional independence and morale by connecting with emotions and establishing a sense of self-worth in the patient.

In addition, using this curriculum, AHC has created another training specifically to support families of those who have dementia or have been diagnosed with Alzheimer's disease.

Family Care Package

AHC's Family Care Package (FCP) was created in response to a recent Metlife Mature Market Institute Study which found that "US businesses lose \$33.6 billion a year to absenteeism, workday interruptions and employee turnover caused by the care of aging relatives". As a result many have added "eldercare benefits" to their compensation packages.

AHC works with regional businesses to design a unique package of eldercare services offered to employees at several levels of coverage.

These two new initiatives are the most recent examples of the services which make AHC a leader in the homecare field, by better serving our clients and their families, as well as creating career training programs for our experienced staff.

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Associated Home Care is the leading provider of private home health care to the North Shore and the entire Greater Boston area. Services include Certified Home Health Aides, Companions, Homemakers, Nursing, Medication Management, Case Management, Overnight and Live-in Care, Caregiver Respite, Grocery Service and Laundry Service. Founded in 1991, Associated Home Care's staff and array of services are available 24 hours a day, every day. Associated Home Care is headquartered in Beverly, MA and operates branch offices in Marblehead and Burlington. For more information call (978) 922-0745 or visit www.associatedhomecare.com.