



Freedom of Home. Peace of Mind.

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FOR IMMEDIATE RELEASE

Indianapolis-Based Alliance Home Health Care Expands Services by Signing Exclusive Agreement with My Health Care Manager to Provide Elder Care Management to Central Indiana Seniors

INDIANAPOLIS (October 21, 2009) – Alliance Home Health Care, one of Indiana’s fastest growing senior home care service providers, has signed a licensing agreement with My Health Care Manager which gives Alliance rights to market the company’s elder care management program in Central Indiana. Doing business under the name Alliance Care Advisors, the agency exclusively will market geriatric care management services directly to caregivers of the elderly as well as senior adults living at home or in nursing homes, senior living communities or assisted living facilities. The agreement is projected to increase Alliance’s revenue by 20 percent over the previous year. Additionally, Alliance plans to aggressively expand its workforce, above its current 250 employees, to accommodate anticipated market demand.

“Alliance Care Advisors is a much-needed addition to the home and personal care services we’ve been providing to our elderly clients for nearly 20 years,” said Janice K. Roberts, founder and administrator of Alliance Home Health Care. “This new division provides our clients and their families with the expanded support system, expertise and resources they need to better navigate the many health care, personal, social and financial complexities associated with aging.”

Registered nurses (RNs) serve as geriatric care advisors who specialize in senior care and care-giving issues. Services are customized for each client’s unique situation and the caregiver’s desires. Counsel can be provided as needed or on an hourly, weekly or monthly basis and may be covered by some long-term health insurance policies. Short-term, crisis management services also are available.

For the senior client, advisors can monitor, document and coordinate their health care including maintaining provider contact information; transporting to and scheduling of health care appointments; review of therapy regimens; management of medications; and facilitation of social service needs. Advisors also assist with a wide range of common challenges for the caregivers of senior adults including insurance and financial issues or the evaluation of residential options.

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In addition to offering senior adults a knowledgeable, unbiased and compassionate health care advocate, these advisors also can keep family members apprised of their loved one's health status. Elder care advisors document and provide updates as they occur — including changes in medications or treatments from physicians and other medical personnel — to family members (with permission from the senior) through a secure, easy-to-use Web site. This enables family members, especially those who live at a distance or have multiple demands on their time, to take comfort in the level of care, treatment and advice that their parent or loved one is receiving.

The U.S. Census Bureau projects that by 2015, one out of every five Indiana residents will be over the age of 60. Alliance Home Health Care is not only meeting the needs of today's elderly, but also has anticipated the needs of this fast-growing Boomer population by creating specialized services to help adults who need assistance as they grow older.

About Alliance Home Health Care

Alliance Home Health Care, established in Indianapolis in 1991, is one of the most experienced licensed and certified home care and elder care providers for senior adults offering geriatric care management; home care nursing; home-based occupational, speech and physical therapy; social work and non-medical personal home care and senior companion services on an hourly, 24-hour, private duty, full-time, part-time or intermittent basis. The company provides services, personnel and resources that enable individuals to remain in the safety and comfort of their own homes for as long as possible. Alliance is one of the only Indianapolis-area senior citizen health care service providers to offer customized, one-to-one training and educational programs for diseases such as Alzheimer's or dementia.

Alliance also serves clients living in senior living communities or transitioning back to home from assisted living settings, hospitals, nursing homes or rehabilitation facilities. The company serves the following Indiana cities and towns: Indianapolis, Carmel, Fishers, Castleton, Geist, Noblesville, Westfield, Zionsville, Greenwood, Brownsburg, Danville and Avon. For more information call (317) 581-1100 or visit <http://www.alliancehomehealthcare.net/>.