



## **Always Best Care Partners Teams with Kinnexus**

**Roseville -- 11/15/2010 – Always Best Care Senior Services teams with Kinnexus, LLC to provide Care Coordination Services for the Personal Care and Support Service Home Care industry.**

The two organizations will help improve communications and care coordination for Always Best Care older adult home care clients. Selected Always Best Care franchisees will serve as beta sites for testing the Kinnexus web-based service providing an easy-to-use communication and networking platform that creates a robust family support network, connecting seniors, friends & family, professional care providers, and the community in a secure, virtual Senior Ecosystem™.

Always Best Care Senior Services based in Roseville, California is one of the fastest growing and most trusted franchisors of In-Home Care, Assisted Living Placement and Senior Care. A passion for people and a conviction to care has made Always Best Care the leading senior health care service in the country, with the commitment to giving seniors the opportunity to foster individuality and promote independence, it is one of the most trusted providers of senior care needs.

Always Best Care is taking a leadership role to enhance the level of care coordination services and support for its franchisees with its partnership with Kinnexus, LLC based in Los Altos, California. The Kinnexus Care Coordination Services platform facilitates sharing of caregiving responsibilities and tasks via a multi-role access controlled system connecting Home Care Aides, Family Members and Home Care Agency Directors and their staff. The Kinnexus service provides real-time management reporting of home care aide activities on an easy to use dashboard on standard web browsers on PCs, Macs or smart phones.

“We are very excited to begin our beta test of the Kinnexus Care Coordination Services Platform. We know that the improved real-time communications will enhance our ability to provide timely and important information to the care team. We also believe that this will provide us an extremely important competitive advantage over our competitors and will further enhance our ability to service our franchisees and their client base,” said Michael Newman, Chief Executive Officer of Always Best Care Senior Services.

Kinnexus, LLC is a software firm that designed the web-based Care Coordination Service Software-as-a-Service platform from the ground up to be user-friendly and non-threatening for the older person to use. It allows caregiving tasks to be efficiently shared among professional home care providers, family members and friends so that the senior's needs are addressed in a well-coordinated manner without overwhelming any individual caregiver.

“Always Best Care is one of the most innovative and forward thinking home care providers in the country and we are absolutely delighted to strategically partner with them. Providing care coordination services that helps keep everyone informed with consistent and reliable real-time information will improve the likelihood of the older person staying at home. We are very excited about this,” said Barry Loshin, Chief Operating Officer of Kinnexus.

Always Best Care Senior Services, (<http://www.alwaysbestcare.com/>), founded in 1996 by Michael Newman, is based on the belief that having the right people for the right level of care means peace of mind for the client and family. Always Best Care Senior Services has assisted over 10,000 seniors representing a wide range of illnesses and personal needs. This has established the company as one of the premier providers of in-home care and assisted living placement assistance. Franchise opportunities are available to individuals interested in leveraging the company's clear strategy and proven track record for delivering affordable, dependable service to area seniors.

Kinnexus, LLC, (<http://www.kinnexus.com/>), was founded by Benay Dara-Abrams, PhD, Founder, CEO, and Chief Gerontechnology Officer, Alec Dara-Abrams and Drew Dara-Abrams. Dr. Dara-Abrams founded Kinnexus to develop a care coordination service, connecting seniors, family caregivers, and professional care providers, as I had done for my very own family.

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