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Always Best Care Unveils New Program for Improved Hiring at 4th International Conference

Roseville, CA (July 27, 2015) – Always Best Care® Senior Services unveiled a new program to help franchisees improve their hiring processes and decisions at its 4th International Conference in San Antonio, Texas. With nearly 200 franchisees, area representatives, vendors and employees gathered at this year’s Conference, the senior care company introduced a new partnership with leading platform Hireology which is providing franchisees with a variety of tools designed to streamline the process for hiring and retaining quality caregivers and employees.

Always Best Care is one of the nation’s leading providers of non-medical in-home care, assisted living placement services and skilled home health care. The company delivers its services through an international network of more than 200 independently owned and operated franchise territories throughout the United States and Canada.

“We are very pleased to be working with Hireology to launch this new program,” said David Caesar, Vice President of Franchise Operations for Always Best Care. “Labor is the #1 cost for most businesses so these new tools and training will be instrumental in helping our owners continue to attract the best caregivers for our clients and make their hiring practices as cost efficient as possible.”

Before going “live” with the new program, added Caesar, Always Best Care and

Hireology are providing thorough and comprehensive advance training and preparation to franchisees, including:

- 1 on 1 Training
- Service Levels, Upgrade Options
- Introductory Webinar
- Follow-up Training Webinar

The new program was unveiled at the Conference in a presentation given by Nate Adams, Franchise Brand Manager for Hireology, and Ella Himmelrich, Account Manager for Hireology.

“Seventy-five percent of franchisees report trouble with hiring,” said Adams. “Selecting your team is one of the most critical decisions and yet most businesses are bad at it.”

The main topics covered by Adams and Himmelrich include:

- Using metrics and process to make better hiring decisions
- Building the best possible company through hiring and selection
- How to decrease turnover rates: structured interview scripts; automated background checking capability; receiving, storing and accessing resumes from any location; etc.
- The hard and soft costs of bad hiring decisions, including: training, recruiting, taxes, lost opportunities, productivity and morale
- Application assessment and job board
- Data driven decisions

Hireology was fully vetted by Always Best Care’s National Advertising Fund Committee and the Implementation Committee prior to launch. For more information on the Hireology program please contact David Caesar at dcaesar@abc-seniors.com or Ella Himmelrich at ehimmelrich@hireology.com

For information on Always Best Care franchise opportunities, call toll-free 1-855-430-CARE (2273), email franchisesales@abc-seniors.com, or visit www.franchisewithalwaysbestcare.com.

For more information on Always Best Care, visit www.AlwaysBestCare.com.

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About Always Best Care

Founded in 1996, Always Best Care Senior Services 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 assists seniors with a wide range of illnesses and personal needs, and currently provides more than 4 million hours of care every year. Franchise opportunities are available to individuals interested in leveraging the company's clear strategy and proven track record for delivering affordable, dependable service to seniors in their local areas.

By working with case managers, social workers, discharge planners, doctors, and families, Always Best Care franchise owners provide affordable, comprehensive solutions that can be specifically matched to meet a client's particular physical or social needs. The hallmark services of the Always Best Care business portfolio include non-medical in-home care and assisted living finder and referral services, with skilled home health care now being phased in throughout the country. For more information, visit www.AlwaysBestCare.com. For franchise opportunities, visit www.FranchiseWithAlwaysBestCare.com.

Always Best Care also offers *Free ABC Rx* cards, which provide discounts of up to 65 percent off the cost of prescription drugs at more than 59,000 pharmacies across the USA, and have saved consumers more than \$500,000 since its inception. This service is offered at no cost to the users, there are no deductibles, no waiting periods, no pre-existing exclusions, and no eligibility requirements -- *everyone* can use the card (even family members and pets!). The *Free ABC Rx* card covers many medications that Medicare Part D and regular insurance often do not. To download a free card, visit www.FreeABCRx.com.

Another exclusive program offered by Always Best Care is *Always in Touch*, a telephone reassurance program that provides a daily phone call to seniors and disabled adults who are living alone and have limited contact with the outside world. Always in Touch is the *only* absolutely free national telephone reassurance program of its kind anywhere in the USA and Canada. For more information on Always in Touch, or to request an application, visit www.Always-in-Touch.com.

About Hireology

Based in Chicago, Hireology was founded on a simple but powerful concept: by analyzing the behaviors of top-performing employees, organizations can create highly accurate systems for identifying the best candidate for the job. Through its award-winning Selection Manager™ platform, Hireology helps franchise systems transform their talent acquisition, leading to better hiring decisions, lower turnover, and increased productivity and profitability at each location. For more information, visit <http://www.hireology.com> or follow on Twitter @Hireology.