



**FOR IMMEDIATE RELEASE**  
March 12, 2014

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## **Introducing *Always Safe* from Always Best Care®**

***In-home care during the day, plus added protection  
at night without the added cost of a 24/7 caregiver***

**Roseville, CA (March 12, 2014)** -- If your loved one needs evening protection but not evening or overnight care, then *Always Safe* from Always Best Care® Senior Services may be right for you.

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 and area representatives throughout the United States.

*Always Safe* is a fall detection and prevention program offered by Always Best Care offices throughout the county, and is designed to address perhaps the most serious challenge facing many older adults: Falls.

### **Falls can be fatal!**

Falls are the #1 cause of nursing home admissions in the USA. One out of three seniors falls every year, and falls are the leading cause of both fatal and non-fatal accidents. Falls also are the most common cause of traumatic brain injuries, contributing to nearly one-third of all injury-related deaths each year. Most alarming, two-thirds who fall and don't receive help in 72 hours will not survive.

*Always Safe* begins with Always Best Care's 35-point home safety inspection to identify and avoid hazards. Our caregivers will work with your loved one on exercise routines to maintain

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flexibility and dexterity, monitor nutritional intake to maintain strength, help them with the activities of daily living, and adhere to the safety precautions and their care plan.

### **Monitoring Provided by Lifeline with AutoAlert**

Then, in the evenings, *Always Safe* provides monitoring with the Lifeline emergency medical response system with AutoAlert, providing an added layer of protection by automatically placing a call for help if a fall is detected. AutoAlert is the most widely adopted personal emergency response system in the USA, detecting greater than 95% of falls. If a fall is detected, your loved one will be connected with the always-open response center. They'll access their profile and assess the situation, reach out to an emergency contact based on their specific needs, and follow-up to confirm that help has arrived.

### **Free with 24 hours of weekly in-home care!**

*Always Safe's* combination of in-home care plus fall monitoring and detection means peace of mind to your entire family. Best of all, this added value is **free**\* with *Always Safe*, which consists of 8 hours or more of personalized, professional care at least 3 days a week. It's one more reason Always Best Care is the leader in providing in-home care, assisted living finder services and skilled home health care throughout the country.

For more information about Always Best Care and the Always Safe program, call toll-free 1-855-470-2273, or visit [www.AlwaysBestCare.com](http://www.AlwaysBestCare.com).

For information on Always Best Care franchise opportunities, call toll-free 1-855-430-CARE (2273), write to us at [franchisesales@abc-seniors.com](mailto:franchisesales@abc-seniors.com), or visit [www.franchisewithalwaysbestcare.com](http://www.franchisewithalwaysbestcare.com).

\* Always Best Care will reimburse clients for the Lifeline monthly service fee if the client uses our in-home care services for the minimum number of hours specified. The client is responsible for paying the invoice from Lifeline. Clients will

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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 3 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.

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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](http://www.AlwaysBestCare.com). For franchise opportunities, visit [www.FranchiseWithAlwaysBestCare.com](http://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 56,000 pharmacies across the USA, and have saved consumers more than \$400,000 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](http://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](http://www.Always-in-Touch.com).