



**FOR IMMEDIATE RELEASE**

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**Always Best Care Senior Services  
Awards First Senior Care Franchise in Alabama!**

**Roseville, CA (November 7, 2013)** – Always Best Care Senior Services, one of the fastest growing senior care franchise systems in the United States, today announced the company has awarded its first franchise in the state of Alabama, and as a result is expanding its coverage to the greater Birmingham area, including the Jefferson and Shelby County communities of Mountain Brook, Vestavia, Homewood, Liberty Park, Greystone, Hoover, Chelsea, Pelham, Leeds and surrounding areas.

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 180 independently owned and operated franchise territories.

The new Always Best Care franchise is owned and operated by Jennifer Mancuso, a long-time resident of Birmingham who has an established and successful professional history in the healthcare arena. Ms. Mancuso has more than 20 years' experience, and has held leadership roles with companies such as McKesson, Accenture and Merge Healthcare. She also has provided business solutions to a variety of healthcare companies including HCA, Baptist Healthcare System, The John Hopkins Hospital, Mercy Hospitals and Ascension Health.

"I am truly proud to welcome someone of Jennifer Mancuso's experience, character and integrity to the Always Best Care family," said Michael Newman, founder and Chief Executive Officer of Roseville, CA-based Always Best Care. "I have no doubt that she'll be a valued addition to the Always Best Care team, and the first of many franchised offices in Alabama."

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Ms. Mancuso has wide ranging experience managing sales and operational staff members, including recruitment, hiring, training and developing healthcare personnel. She has a degree in Business Administration from Millsaps College, and attended Duke University.

“With the opening of our doors to the Birmingham community, we hope to make a difference in the lives of caregivers, the elderly and the disabled,” stated Ms. Mancuso. “Our plan is to work closely with case managers, social workers, discharge planners, doctors and families to provide a better quality of life for those in need. We anticipate a continual evolvement of the care techniques and technology used to provide the best care, the best results and the best price available in the greater Birmingham market.”

Ms. Mancuso joined the Always Best Care senior care family in order to start a local business where she can promote family values in a corporate work environment and to be able to treat clients as part of the family. “The personal approach of the Always Best Care system will allow me to do exactly that,” she said. “My real interest is in providing impeccable service and care to those living in Birmingham and the surrounding areas. We will also be available to help local seniors navigate through the veterans' benefits system, which can be extremely confusing and complex. We are here to provide help when it is needed.”

Always Best Care of Greater Birmingham is located at 2842 Hastings Road, Birmingham, AL 35223, and may be reached by calling (205) 908-7874, or via email at [jmancuso@abc-seniors.com](mailto:jmancuso@abc-seniors.com). Visit them on the web at [www.alwaysbestcare-birmingham.com](http://www.alwaysbestcare-birmingham.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).

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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 has assisted over 25,000 seniors, representing a wide range of illnesses and personal needs. 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](http://www.alwaysbestcare.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 \$300,000 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).