



FOR IMMEDIATE RELEASE

The Senior's Choice, Inc. Announces Partnership with Aaron Marcum as Expert Advisor

Incline Village, NV (February 7th, 2020) – [The Senior's Choice](#), the largest membership network of non-medical home care providers is pleased to announce that Aaron Marcum has partnered as an expert advisor. Aaron got his start in senior care in 2002 as a member of The Senior's Choice who grew and managed a successful homecare agency, Arbor Senior Care, and later went on to create [Home Care Pulse](#), the industry's leader in satisfaction research and quality assurance for homecare businesses.

Steve Everhart, President & Founder of The Senior's Choice, states, "This is a very exciting time in my professional career. I feel the same energy and enthusiasm for the future of The Senior's Choice as I did twenty years ago. I am honored to announce that my long-time dear friend and colleague, Aaron Marcum, has joined us in an advisory role. He will be assisting us as we fulfill our vision for the new, retooled and reenergized Senior's Choice in the coming years. It's a business combination of our respective tools and resources, skills, strengths as well as business-building and leadership experience."

Aaron is highly regarded and a leading authority in the private duty senior care sector and skilled at developing teams of talent, industry research and training, benchmarking and performance tools including [agency certification](#), [Best of Home Care awards](#) and the [Annual Home Care Benchmarking Study](#) .

For the past ten years, Aaron has been invited as a speaker at the top fifteen home care franchisor annual conferences as well as the Home Care Association of America (HCAOA) and Decision Health conferences. In 2017, Aaron received the Sheila McMackin Leadership Award from the Home Care Association of America, which awards one person each year for their vision, dedication and leadership in the home care industry, making history as the first "vendor" partner the association selected.

The Senior's Choice's biennial conference is available for members April 30 – May 1st in Nashville, TN with Aaron as the keynote speaker and conference facilitator on a variety of relevant topics setting the stage for homecare agencies in 2020 and beyond.

ABOUT THE SENIOR'S CHOICE

Founded in 1999, The Senior's Choice innovative membership/franchise model with **no royalties** provides industry-leading training and support services and proprietary operating systems, to individuals and existing agencies. For more information, call 888-725-3655 or [visit the website](#).