



NEWS RELEASE

Founder of Leading Home Care Organization Invited to Share Expertise with Industry Professionals at National Private Duty Conference

CAPISTRANO BEACH, CA, March 2, 2007 – Steve Everhart, President and Founder of The Senior's Choice, has been invited as a guest speaker at the Private Duty Recruitment & Retention conference April 12-13, 2007 in Chicago, IL.

The Private Duty Recruitment & Retention conference is one of a series of educational conferences hosted annually by Decision Health, the leading provider of news and guidance in the health care industry, and by Private Duty Insider, a publication delivering critical market intelligence to home health agencies that provide non-Medicare services. Industry professionals from around the country will attend to hear from select experts who are invited to share their knowledge on a range of important industry topics and business practices.

Everhart's presentation is titled *Build & Execute a Caregiver Training Program that will Increase Retention...and Referrals* and will cover the following topics:

- Learn how to build a training program for caregivers and boost staff participation
- An overview of The Senior's Choice's exclusive Certified Companion Aide (CCA) Certification Training Program
- Learn proven strategies to tackle companion care standards and practices, which covers 19 essential subjects ranging from communication to personal care, disease-specific training on Alzheimer's, arthritis, diabetes, Parkinson's and more

Attendees will also receive the following Take-Home Tools; *Orientation Script, Caregiver Position Agreement, Program Completion Form, and Caregiver In-Service Tracking Sheet* that can be implemented to bolster their current recruitment and retention practices.

"I'm delighted to be invited to present at this year's conference," said Everhart. "Recruitment and retention of caregivers is probably the single most important task of any private duty company. If you can't find and keep good caregivers, you cannot grow your business. It's as simple as that."

"I hope to share with my fellow health care professionals some of the tools and methods that we have developed for our members at The Senior's Choice and which they have successfully been utilizing for many years now." Says Everhart, "Our exclusive Certified Companion Aide (CCA) Certification Training Program is perhaps the most significant and successful training tool we have developed. Not only do our members love it, it has single-handedly revolutionized the way they recruit caregivers and has led to significant increases in retention and client satisfaction. I can't image a private duty home care company being successful without a similar type training program."

Founded in 1998, The Senior's Choice is the nation's largest network of private duty home care companies caring for seniors. With over 200 members in the United States and Canada, The Senior's Choice offers its members the unparalleled opportunity to become successful independent business owners. The Senior's Choice membership model was developed as an alternative to franchising that gives entrepreneurs a step-by-step guide to starting their businesses, along with a comprehensive training program and unparalleled support, without the long-term conditions and costs imposed on them by a franchise.

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