



**FOR IMMEDIATE RELEASE**

**THE SENIOR'S CHOICE ANNOUNCES RELEASE OF CERTIFIED  
HOSPICE COMPANION AIDE CERTIFICATION**

***Newest Proprietary Advanced Certification Program Designed To Train CCAs® In  
The Specialized Delivery Of Home-Based Hospice Care***

**DANA POINT, CA, February 17, 2009** – *The Senior's Choice* is proud to announce the release of its Certified Hospice Companion Aide (CHCA) certification program, an advanced certification program designed to train Certified Companion Aides® (CCAs®) in the specialized delivery of home-based hospice care. It was developed by *The Senior's Choice* in concert with long time, fellow member, Bobbi Root, RN and founder of *Stellar Living Assistance* of Downers Grove, IL. Bobbi is a veteran hospice nurse with enormous experience and many years specializing in the demanding field of hospice care as well as training those who provide it.

By integrating the CHCA into their training curriculum, members add a Unique Selling Proposition that provides them with an even more powerful competitive advantage. Hospice care is growing across the country and the need will only increase as seniors choose to remain at home at the end of their lives. Those who provide hospice care soon learn that it is privileged work. And it pays well, too.

The program contains:

- An 8 chapter manual covering the following topics:
  - Introduction to Hospice
  - Communication
  - Stages of Death and Dying
  - Culture and Diversity
  - Pain Management
  - Symptom Management
  - The End of Days
  - Grief, Loss and Bereavement
- A PowerPoint Presentation for leading live group training
- 2 DVDs of Bobbi Root presenting CHCA Training for video training
- Tests and Answer Keys for all modules
- A CareGiver Invitation Letter to invite your current CCAs® to the program
- Brochure Insert Card template, fully customizable, for marketing your CHCAs
- Press Release to announce the new program.
- Unlimited reproduction rights for “as-needed” manual printing

-More-

The CHCA training program has been field tested with care staff from our member companies *Stellar Living Assistance* and *Partners In Care*. Here's what new CHCAs are saying:

"We never know what we may be faced with [in hospice care] ... I can identify the stages and now I have the ability to know what to expect. [Bobbi Root's] delivery was excellent and the handbook is an excellent resource" --- Annie B.

"I've become more observant to the things happening to my client...the training was invaluable." -- Mary M-D.

Steve Everhart, President and Founder of *The Senior's Choice*, couldn't be more excited about his organization's latest member offering and its benefits to them, "Whether you've had hospice clients before or you're thinking about taking on hospice clients for the first time, there's no time like the present to bring your care team up to speed for the challenge" he says. "We know from experience there's no substitute for preparation and great training. *The Senior's Choice* is proud that it continues to provide its members with great tools to help them meet new challenges, serve more clients and remain the leading care providers in their communities."

Founded in 1999, *The Senior's Choice* is the nation's largest network of independent private duty companies with members in the United States and Canada. *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 comprehensive training and unparalleled support, without the long-term conditions and high costs imposed on them by a franchise.

For more information about the CHCA program contact *The Senior's Choice* 888.725.3655.

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