



## IMPORTANT NEWS FROM ALWAYS BEST CARE

### **Always Best Care® Names Elizabeth Brennen as Vice President, Area Operations**

*Senior care company taps dynamic exec to lead  
nationwide team of Area Representatives*

**Roseville, CA (January 7, 2015)** — Always Best Care® Senior Services, one of the leading senior care franchise systems in the United States, today announced Elizabeth Brennen of Jupiter, Florida has been selected to serve as the company's newly created Vice President, Area Operations.

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.

According to Always Best Care founder and CEO Michael Newman, "Ms. Brennen grew up in home health care. Her parents owned a home health care business, so she learned from the bottom up. She has multi-state operations and sales experience in both Medicare home health and private duty (personal care) agencies, and she is an outstanding addition to the Always Best Care team."

Prior to joining ABC, Ms. Brennen managed eight Medicare branches and six personal care branches currently averaging \$68 million in top line annual revenue. She was responsible for oversight and management of Medicare, commercial insurance, managed care and private duty business lines. In addition, she was responsible for ensuring the highest quality of care, compliance and controls to protect the integrity of the services of the company.

Ms. Brennen set and achieved operational and performance objectives that were aggressive, achievable and tied to long-term goals. She has experience managing both

models to patient census, case mix weight, visit utilization, episodic management and patient satisfaction measures in an effort to maximize margins.

Prior to joining Always Best Care, Ms. Brennen served as Regional Corporate Manager Almost Family, responsible for the states of Florida, Kentucky and Connecticut from 2011 through 2014. She had previously served as Vice President of Operations for Recovery Home Care, and in various capacities for the Visiting Nurse Association of Florida.

Ms. Brennen is a graduate of Palm Beach Atlantic University, earning an MBA and BS in Healthcare Administration and Organizational Management.

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