



FOR IMMEDIATE RELEASE
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**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

Elizabeth Brennen Named VP with Always Best Care

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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, or visit 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 assists seniors with a wide range of illnesses and personal needs, and currently provides more than 3 million hours of care every year. 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. For franchise opportunities, visit www.FranchiseWithAlwaysBestCare.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 nearly \$500,000 since its inception. This service is offered at no cost to the users, and *Free ABC Rx* cards cover many medications that Medicare Part D and regular insurance often do not. To download a free card, visit 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.