



**FOR IMMEDIATE RELEASE**  
January 2, 2015

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## **Always Best Care® Names Karen McPherson as Franchise Support Specialist**

*Senior care company taps experienced customer service  
agent to support deployment of new software system*

**Roseville, CA (January 2, 2015)** — Always Best Care® Senior Services, one of the leading senior care franchise systems in the United States, today announced Karen McPherson of Roseville, California has been selected to serve as the company's new Franchise Support Specialist.

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. McPherson's enthusiasm and dedication will improve our response times, and her extensive experience will be indispensable as she works with our franchise offices to find solutions for their ABC Universe (the company's new proprietary software system) questions."

Ms. McPherson most recently served as office manager for the Out of Bounds Speed & Marine boat shop, where she handled all bookkeeping, payroll, accounts receivable, and accounts payable functions, and was responsible for inventory tracking and validating repair tickets. She also served as the liaison between the insurance company, the customer and the company to get claims processed and repair work completed.

Her prior experience includes tenure as a customer service representative for Wells Fargo Home Mortgage, and in franchise support capacities for Roni Deutch Tax Centers, where she assisted franchisees with running reports, assisted with webinars, and provided operational support.

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).

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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](http://www.AlwaysBestCare.com). For franchise opportunities, visit [www.FranchiseWithAlwaysBestCare.com](http://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](http://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](http://www.Always-in-Touch.com).