

PRESS RELEASE



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FOR IMMEDIATE RELEASE

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Assisting Angels Awarded 2014 “Provider of Choice”

Boise – Assisting Angels announced today that it received this year’s distinguished “Best of Home Care Provider of Choice” Award by Home Care Pulse, the leading firm in quality assurance for private duty home care. As a “Provider of Choice,” Assisting Angels represents a top performer in the national home care industry.

This accomplishment also shows Assisting Angels’ long-term dedication to excellent care and quality improvement. To qualify for this award, 10% of Assisting Angels’ clients were polled each month by Home Care Pulse to rate the care they received through personal phone interviews. These client satisfaction ratings were factored into Assisting Angels’ overall ranking over a 12-month period. Using feedback from clients and employees, as well as quality benchmarks from Home Care Pulse, the Assisting Angels management team set goals to reach the highest level of excellence possible.

““We take our client’s and employee’s feedback very seriously and use this to improve our services and relationships,” said Brenda Critell, President/CEO of Assisting Angels Home Care.

Assisting Angels also earned the “Best of Home Care Employer of Choice” designation from Home Care Pulse in 2014, which acts as a guide to help consumers choose the best home care agency in their area. Performance is evaluated based on factors such as staff training, communication, caregiver performance, caregiver morale, response to problems, likeliness to recommend, and overall quality of care.

“Our goal at Home Care Pulse is to help agencies reach their goals and deliver the best home care possible, and so it’s very rewarding to us to recognize Assisting Angels as a ‘Provider of Choice’ and ‘Employer of Choice’ We’ve been impressed by their commitment to their clients and caregivers, as well as the quality of the overall care they provide. They really stand out in their market as a top home care provider,” commented Aaron Marcum, President of Home Care Pulse.

To find out more about Assisting Angels’ commitment to excellence, please visit www.AssistingAngels.biz or call 208-344-7979.

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About Assisting Angels

Serving the state of Idaho, Assisting Angels Home Care, Inc. has been providing personalized care at home with supporting services since 2006. Assisting Angels uses certified personnel for supervision and monitoring of all direct services, has no minimum requirement for hours for accepting clients, and does not charge separately for travel to and from the job location. All employees are bonded and insured. Complete screening and thorough background checks are performed prior to any person having contact with one of our clients or patients. Assisting Angels provides a wide spectrum of personalized in-home care services, including live-in care, general homemaker, personal care, and private duty nursing for all ages.

About Home Care Pulse

Home Care Pulse was founded in 2008 and specializes in research and quality assurance for the private duty home care industry. Their primary focus is measuring client and employee satisfaction for home care agencies. Annually, Home Care Pulse conducts the largest and most trusted national study on the private duty home care industry, and the most recent edition is available at www.privatedutybenchmarking.com. Home Care Pulse uses research and benchmarking to help agencies improve quality, increase client satisfaction, drive employee loyalty, and grow their businesses. For more information, visit www.homecarepulse.com.