



**For Immediate Release**

**SYNERGY HOMECARE ANNOUNCES COMPREHENSIVE MEMORY CARE OFFERING FOR GROWING POPULATION OF PEOPLE LIVING WITH DEMENTIA**

**Multi-dimensional program combines advanced caregiver training, innovative client engagement tools and resources for family members**

**Gilbert, Ariz. (June 2, 2022)** – [SYNERGY HomeCare](#), the fastest growing home care franchisor in the nation and an Entrepreneur Franchise 500 company, announces the launch of a comprehensive new memory care program that combines specialized training for caregivers, a variety of engagement tools for clients as well as family resources and support.

The program reflects *A Convergence of Care* philosophy underscored by an evidence-based care model that is focused on the individual, not their condition. SYNERGY HomeCare's home-based memory care program comes at a critical time: according to the [Alzheimer's Association](#), 6.2 million Americans are currently living with Alzheimer's or dementia. That number is estimated to climb to 12.7 million by 2050. An estimated 70% of people living with dementia reside at home and about a third of people receiving in-home care are living with dementia.

"Our person-centered approach leverages industry best practices, technology solutions and nationally recognized training standards," explained Rich Paul, Chief Partnership Officer for SYNERGY HomeCare. "It is a way of providing personalized memory care that comes from an understanding of and appreciation for each unique person, fostering normalcy, choice, purpose, belonging and security."

"The home care industry is facing a growing need for dementia-related care and our new memory care program is designed to help our franchisees and their care teams meet that need," Paul continued.

The benefits of person-centered in-home care for people living with dementia are wide-reaching. Not only does home care provide the continuity of a familiar and private setting, it can also support ever-changing needs associated with cognitive decline and related behavior concerns such as agitation, aggression, depression and confusion, as well as mitigate safety concerns related to sundowning and wandering. In addition, family members benefit from access to resources, knowledge and support that can alleviate the stress of caregiving, including a Family Resource Guide developed in

partnership with [Macie Smith. Ed.D.](#), a highly recognized Licensed Gerontology Social Worker.

“As our country matures and the demand for aging resources grows, it is critical that we provide effective guidance across the long-term care continuum. I have dedicated my career to helping families preserve the quality life for those living with dementia as well as their loved ones and have been honored to partner with SYNERGY HomeCare on this important effort,” said Smith.

Other key differentiators of SYNERGY HomeCare’s memory care program include:

- Access to remote patient monitoring solutions to promote client safety from wandering and falls.
- Resources and best practices related to mental stimulation to promote brain health.
- Use of caregiver tools that stimulate the senses and create a sense of nostalgia through music and reminiscence therapy.
- Comprehensive specialized caregiver training that focuses on a person-centered approach to caring for those living with Alzheimer’s disease or cognitive decline.
- Education and support to help family members navigate the care needs of their loved one living with dementia while also caring for themselves.

To learn more about SYNERGY HomeCare’s new memory care program, or to download the free Memory Care Family Resource Guide, visit [SYNERGY HomeCare.com](#).

#### **ABOUT SYNERGY HOMECARE**

SYNERGY HomeCare is the fastest-growing national franchisor in the home care industry with nearly 200 franchisees operating in more than 400 territories across the U.S. The company provides a broad range of non-medical in-home services including personal care, companion care, memory care, and specialized care for individuals who are physically or developmentally disabled, living with chronic health conditions or recovering from illness or surgery. No matter what each person's circumstances are, SYNERGY HomeCare steps in with effective, comforting, life-affirming care that moves people emotionally and physically forward. For more information visit [SYNERGY HomeCare.com](#).

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