PREMIER HOMECARE SERVICES™
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Premier Homecare Services

Phone: 416.441.1088
Fax: 416.441.9088

PremierHomecareServices.com

NEWS RELEASE

New cognitive therapy program brings new hope to families that are living with Alzheimer's disease.

Toronto, ON – May 11, 2012…Premier Homecare Services has launched a groundbreaking new program, Active Minds, aimed at helping people that are suffering from Alzheimer's and other forms of dementia, age related memory loss or stroke victims.

Active Minds is a cognitive therapy program administered by Premier Homecare Services Certified Cognitive Coaches. The program consists of a series of sessions that provide cognitive stimulation through exercises and activities. Active Minds is designed to gently challenge the individual to stretch his or her cognitive state.

Premier Homecare Services has partnered with Fit Minds™ to avail of their extensive research and development.

Premier Homecare Services in Kingston was the first to offer the Active Minds program. David Cowan, franchise owner of Premier Homecare Services in Kingston says, "Families that have signed up for the program are already seeing some improvements in their loved ones. One family member has told us that she has seen marked improvement in behavior and that her mother-in-law was able to converse more clearly on the telephone without having trouble finding the right words."

Recent studies have shown that cognitive stimulation therapy with human interaction can lead to significant benefits in cognitive functioning. In fact, a growing body of research suggests cognitive training or stimulation may play a significant role in slowing down the progress of these diseases, thereby maximizing an individual's ability to function for an extended period of time.

David Watson, President of Premier Homecare Services, said "many of our clients and their families are dealing with the challenges that are inherent with Alzheimer's disease and other forms of dementia. We wanted to provide a program that would help these families improve their day-to-day quality of life. Our Certified Cognitive Coaches help to guide our clients through a comprehensive cognitive interaction program."
While science has yet to find a cure for Alzheimer's disease and other forms of dementia, programs like Active Minds bring new hope to individuals and families effected.

About Premier Homecare Services

Premier Homecare Services has been a leader in providing in-home care to seniors since 2003. Premier Homecare Services has helped thousands of Canadian seniors remain independent in their own homes. Today, Premier Homecare Services, with 10 franchise locations in Canada, is one of the most successful senior care service companies in all of the markets it serves.