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**Local Home Care Agency Qualifies for Membership in Dementia Care Alliance**

*[Name of your agency] was recently accepted for membership in Dementia Care Alliance, a resource for families seeking home care services for a loved one with Alzheimer’s or a related dementia*

**[City, State] – Month DD, YYYY** – Dementia Care Alliance is an organization, created by Engaging Alzheimer’s LLC, a New York based consulting firm that trains healthcare professionals in best practices dementia care, that’s comprised of home care agencies committed to specific and ongoing training in appropriate care strategies for their clients with dementia. When asked why she created Dementia Care Alliance, Kerry C. Mills, founder and president of Engaging Alzheimer’s LLC, stated that it was in response to the numerous referral requests her firm receives from families for a dementia-qualified home care agency.

“Having the skill set required to provide optimum home care for people with dementia is not something obtained from watching a few videos or sitting through a few hours of training on the subject” said Mills, whose organization offers training in dementia care to hospitals, assisted livings, nursing homes and home care agencies. [administrator’s name], [title] of [name of your agency], said, “I am delighted for this opportunity to show off the quality of care we provide for our clients with dementia. The ongoing training feature of our membership is particularly helpful in resolving dementia-related challenges we haven’t experienced before as well as challenges we have faced and now have more out-of-the-box solutions to engage our clients.”

Membership in Dementia Care Alliance requires the home care agency to commit to regular scheduled training or coaching sessions throughout the year at specific intervals. It also requires the agency provide their in-home staff with tools to maximize safety and build a relationship with the person who has dementia.

Mills, author of the award-winning book, I Care – A Handbook for Care Partners of People with Dementia, stated that, “The relational aspect of care is at the center of the Alliance’s efforts to improve the quality of life for the person with dementia as well as family members.” She went on to say, “All too often the essence of the person is forgotten because of the care tasks required. We all need to remember that we are still dealing with a person that has the same need for fulfillment, independence, fun, and purpose as the rest of us.”

[administrator’s last name] stated that there is no annual fee to join the Alliance. Instead, each member must invest in measurable efforts to increase expertise in dementia care practices and maintain this commitment from year to year. Mills said, “Only when a member proves their commitment to best practices through ongoing training can we have the confidence to recommend them to families in search of home care.”

When asked why she/he joined the Alliance, [last name of administrator] said, “Because of the unique demands in caring for clients with dementia, it’s easy to become intimidated and, in some cases, reluctant to accept the challenge. However, knowing that expert advice and support from Engaging Alzheimer’s is just a phone call away increases our confidence and, together with all we are learning, we now welcome cognitive impaired clients with open arms.”

About [Name of your agency]

[Include description of your agency/mission statement]

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