



Age Safe® America Announces the Home Care Association of America as a Preferred Partner

Seniors, family members and homeowners are looking to Age Safe America for trusted information on home safety and aging-in-place solutions.

SARASOTA, Fla. ([PRWEB](#)) June 18, 2019 -- Age Safe America, LLC and Home Care Association of America (HCAOA) have negotiated an opportunity for all HCAOA Members to be preferred home care providers on the nationwide Age Safe® Services Registry. The Registry refers vetted professionals to aging Americans and their families. Members of the Age Safe Services Registry undergo a "best practices" background screening by their US based partner and/or belong to a reputable industry association and/or carry recognized professional credentials.

The Age Safe Services Registry is the only national network of [Senior Home Safety Specialists™](#) and Aging Services Providers with a focus on home safety and independent living. As a trusted source, Age Safe America receives inquiries from seniors and their adult children looking for a myriad of services, products, recommendations and solutions to successfully grow old in the place they choose; which for 9 out of 10 older Americans is their own home.

The Home Care Association of America is the leading trade association for the home care industry. Since its founding, HCAOA has made standards of care and patient safety central to its mission. Through its Standards and Ethics Committee, HCAOA has developed guidelines for the hiring, screening, training, and supervising of caregivers at all levels, often going beyond what is required by state regulations.

HCAOA membership eligibility requirements highlight the values and practices that separate HCAOA members from other providers in the home care market. For example, HCAOA members are required to hire their caregivers as W2 employees, rather than independent contractors. While families may be tempted to hire caregivers working as independent contractors because they generally work for a lower hourly rate, they often fail to understand that their liability exposure can be even greater as they essentially become their caregivers' employer.

"Quality home care services is an essential part of a successful aging in place plan, and Age Safe America's vision and core values align well with HCAOA," said Phil Bongiorno, Executive Director of Home Care Association of America. "This partnership represents a leap forward in access to full-service care for the millions of seniors choosing to age at home. Our member providers will be able to forge new partnerships with other key service providers, and the Age Safe® Services Registry will benefit from a wider array of home care providers."

Age Safe America was created in an effort to help reduce and prevent falls and their associated costs. They have positioned themselves as training and consulting leaders with their Senior Home Safety Specialist™ certification. Since 2015 Age Safe America has trained professionals throughout North America, Europe and the Middle East to meet the growing need for home safety assessments and aging in place home modifications. The company has trained healthcare professionals, home care providers, case managers, social workers, first responders, entrepreneurs, industry executives, assisted living communities, realtors, senior move managers, contractors, remodelers, home inspectors, handyman services, as well as staff and leadership of non-profit and Fortune 100 companies.



"We are very excited to initiate this partnership with the HCAOA and its quality membership. So far this year the Registry has seen considerable growth. Currently we are working with other leading industry associations and organizations with the same high level of standards to continue building the Registry nationwide," said Steven Bailey, Managing Director of Age Safe America, LLC.

About Age Safe America, LLC

[Age Safe® America](#) is a national membership, training and advocacy organization. Since 2015 the company has been directed by recognized experts in fall prevention, senior home safety, aging- in-place, universal design, home modifications, environmental assessment, and marketing to seniors and aging boomers. They provide training, consulting, certifications, product reviews, tools, resources and support to businesses and organizations providing products and services to seniors and their adult children.

About Home Care Association of America

Founded in 2002, the [Home Care Association of America](#) (HCAOA) is the industry's leading trade association – currently representing nearly 3,000 companies that employ more than 500,000 caregivers across the United States. HCAOA serves as the home care industry's unified voice. Representing a diverse number of small, mid-level and large corporations, HCAOA unites the industry through speaking with one voice in Washington, D.C. and state capitals across the country. HCAOA protects industry interests, promotes industry values, tackles barriers to growth and takes on industry-wide issues.



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