



Freedom of Home. Peace of Mind.

MEDIA CONTACTS

Margaret Osborn
Synergy Marketing Group, Inc.
(317) 205-9690 ext. 224
margaret@synergy-mg.com

Adriane Russell
Synergy Marketing Group, Inc.
(317) 205-9690 ext. 227
adriane@synergy-mg.com

FOR IMMEDIATE RELEASE

Growth of Indianapolis-based Alliance Home Health Care Leads to Development of New Brand

INDIANAPOLIS (October 8, 2009) – Alliance Home Health Care, one of Indianapolis' leading providers of home health care services and elder care coordination and assistance, has launched a new brand and Web site in response to increasing demand for the agency's home care services. The new site will help promote the agency's home care nursing, social work, occupational, speech and physical therapy and non-medical companion services to senior adults and their families.

"Our new brand and Web site support our mission to make elder care information and quality home care services more accessible to the Indianapolis community," said Janice K. Roberts, founder and administrator of Alliance Home Health Care. "Our brand now better reflects the sophisticated level of care, compassion and support we've been providing to Indianapolis-area families for nearly 20 years. We want to continue to ensure our services are readily available to any senior who desires to remain in their home environment for as long and as safely as possible."

The U.S. Census Bureau projects that by 2015, one out of every five Indiana residents will be over the age of 60. Alliance Home Health Care is not only meeting the needs of today's elderly, but also has anticipated the needs of this fast-growing population by creating specialized services to help seniors who need assistance at home. Alliance is one of the only Indianapolis-area senior adult health care service providers to offer customized, one-to-one training and educational programs for clients and their caregivers for diseases such as Alzheimer's or Dementia.

For more information visit <http://www.alliancehomehealthcare.net/> or call (317) 581-1100.

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About Alliance Home Health Care

Alliance Home Health Care, established in Indianapolis in 1991, is one of the most experienced licensed and certified home care providers offering home care nursing; occupational, speech and physical therapy; and non-medical personal home care and companion services on an hourly, 24-hour, private duty, full-time, part-time or an intermittent basis to elderly and senior adults in the Indianapolis, Indiana area. Alliance enables individuals to remain in the safety and comfort of their own home environments for as long as possible. Alliance also serves clients transitioning back to home from an assisted living setting or from a hospital, nursing home or rehabilitation facility. Alliance Home Health Care serves the following counties in the Indianapolis, Indiana metropolitan area: Marion County, Hamilton County, Boone County, Hendricks County, Hancock County and Johnson County. For more information visit <http://www.alliancehomehealthcare.net/> or call (317) 581-1100.

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