



Backgrounder

Founded in 2003, [AmeriCare Alliance](#) (AmeriCare) is a franchise company with a single focus: providing the best non-medical home health care services in the nation. An Atlanta-based company founded on the vision and dedication of its president, Debra Reis, AmeriCare is becoming known across the country for its unique approach to non-medical home health care services. It provides clients with a choice of licensed, pre-screened, personally selected caregivers who work with individuals to create a unique customized care plan, free of limitations or restrictions.

AmeriCare is currently providing premier care within communities across the country. In the few short years since it was established, AmeriCare Alliance has grown to include 10 Area Development territories and 11 franchise units.

The inspiration for AmeriCare was born of personal experience. Before founding AmeriCare, Reis faced a challenge that many other people experience: her strong and independent mother was beginning to need extra help at home. In the process of searching to find a qualified caregiver, Reis found the available options either did not meet her needs or were wholly unacceptable. After an extensive search, Reis decided that the best option was for her to become her mother's sole caregiver.

Reis's story is typical of many people today who face the daunting task of finding qualified, in-home assistance for loved ones. In fact, the [US Census](#) shows that 12.8 million Americans of all ages need assistance in their homes. The government organization also predicts that in the next 25 years the senior population is set to double, further increasing the need for care providers. Additionally, a recent study by the Aging Source has shown that the majority of people, up to 80 percent, wish to remain in their own homes as they age. Contrary to popular belief, at home care giving is up to 60 percent [more cost effective](#) than entering a senior facility. Yet, many people find it very difficult to find the perfect provider to help their loved ones stay at home.

To meet the needs of people facing the search for a qualified caregiver, and to provide personal care for people like her mother, Reis, her business partner and husband, Mike Reis, and Vicktoria Baylor, an exercise physiologist who specializes in geriatrics, founded AmeriCare Alliance. From the top of the organization, to every AmeriCare franchisee, the company is determined "to improve the lifestyle and condition of every client in every community we serve."

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Key Web Addresses:

AmeriCare: www.americarealliance.com

US Census: www.census.gov

Study on Cost Effectiveness of Home Care: <http://aspe.hhs.gov/daltcp/reports/costeff.htm>

Media Contact:

Jenny Schmitt

1 (404) 421-8323

jschmitt@cloudspark.com