

FOR IMMEDIATE RELEASE

ASSISTING ANGELS Awarded 2013 “Leader in Excellence”



Skip & Brenda Critell

BOISE – ASSISTING ANGELS HOME CARE announced today that it received this year’s distinguished “Leader in Excellence” Award by Home Care Pulse, the leading firm in quality assurance for private duty home care. The “Leader in Excellence” Award was awarded to less than 50 private duty home care agencies across the United States and Canada, and Assisting Angels is the only agency in Idaho to receive the award.

This accomplishment shows Assisting Angels’ long-term dedication to excellent care and quality improvement. To qualify for this award, 10% of Assisting Angels’ clients were polled each month by Home Care Pulse to rate the care they received through personal phone interviews. These client satisfaction ratings were factored into Assisting Angels’ overall ranking over a 12-month period. Using feedback from clients and employees, as well as quality benchmarks from Home Care Pulse, the Assisting Angels management team set goals to reach the highest level of excellence possible.

“We take our client’s and employee’s feedback very seriously and use this to improve our services and relationships,” said Brenda Critell, President/CEO of Assisting Angels Home Care.

Assisting Angels also earned the “Best of Home Care” designation from Home Care Pulse in 2011, 2012, and 2013, which acts as a guide to help consumers choose the best home care agency in their area. “Leaders in Excellence” are the top-performing “Best of Home Care” agencies in the nation. Performance is evaluated based on factors such as staff training, communication, caregiver performance, caregiver morale, response to problems, likeliness to recommend, and overall quality care.

“Our goal at Home Care Pulse is to help agencies reach their goals and deliver the best home care possible, and so it’s very rewarding to us to recognize Assisting Angels as a ‘Leader in Excellence.’ We’ve been impressed by their commitment to their clients and caregivers, as well as the quality of the overall care they provide. They really stand out in their market as a top home care provider,” commented Aaron Marcum, President of Home Care Pulse.

To find out more about Assisting Angels’ commitment to excellence, please visit AssistingAngels.biz or call [208.344.7979](tel:208.344.7979).

###

About Assisting Angels

Serving the state of Idaho, Assisting Angels Home Care, Inc. has been providing personalized care at home with supporting services since 2006. Assisting Angels uses certified personnel for supervision and monitoring of all direct services, has no minimum requirement for hours for accepting clients, and does not charge separately for travel to and from the job location. All employees are bonded and insured. Complete screening and thorough background checks are performed prior to any person having contact with one of our clients or patients. Assisting Angels provides a wide spectrum of personalized in-home care services, including live-in care, general homemaker, personal care, and private duty nursing for all ages.