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Private Care Association announces new Executive Board

ORLANDO, FL OCTOBER 2012 – During its annual conference in Orlando, the Private Care Association (PCA) elected a new slate of officers and board members, including Jim Mark, owner / administrator of Orlando’s American In-Home Care, as President.

“I am honored to serve with a group of individuals who have demonstrated their commitment to our Consumer-Directed Model of home-based care for the elderly, disabled and infirm,” explains Jim Mark. “Their professionalism and success in their own companies are models for the entire industry. On behalf of the Private Care Association, I would like to offer thanks and appreciation to the outgoing Board and Officers for their service.”

The Private Care Association (PCA) has been protecting the "consumer-directed" model of care since 1977. The goal of this option is to put the consumer in control; it is designed for those consumers who wish to manage their own home care. Registries that operate within this model simply provide access at the time of need to pre-background-screened, pre-credential-verified caregivers, and they can also provide administrative support for home-care relationships. The principal advantages of consumer-directed care are that it costs less, provides consumers greater participation in decisions concerning their care, allows consumers to individually select caregivers, provides greater continuity in caregiver relationships and more generously compensates the caregiver and supports caregiver entrepreneurship.

Through its advocacy efforts, the PCA has been committed to consumer and caregiver choice, whereby consumers and caregivers can choose whether to work through a caregiver registry, which is a provider of caregiver referral services, or for an employee-based agency, which is a provider of care. As the only national voice for caregiver registries, the Private Care Association promotes the consumer-directed model of care. For more information, visit www.privatecare.org.

Private Care Association 2012 – 2013 Board of Directors

President

Jim Mark, American In-Home Care, Owner/Administrator, Orlando, FL

Vice President

Amy Natt, Aging Outreach Services, CEO and President, Southern Pines, NC

Treasurer

Al Soderquist, Caregiver Services, Inc., President & CEO, Miami, FL

Secretary

David Morgan, Senior Home Companions, President, Indianapolis, IN

Parliamentarian

Neal Kursban, Family & Nursing Care, President, Silver Springs, MD

Director

Graham Weihmiller, Griswold Home Care President & CEO, Erdenheim, PA

Director

Donovan Anderson, Whitsyms Nursing Registry, President/CEO, Delray Beach, FL

Director

Joseph Bensmihen, United Elder Care, President/CEO, Boca Raton, FL