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FOR IMMEDIATE RELEASE

PARTNERS IN CARE ACHIEVES NC NOVA STATUS;
Special state license recognizes investment in quality direct care workforce

RALEIGH, NC — July 16, 2007 — Partners In Care has been honored with the North Carolina New Organizational Vision Award (NC NOVA). The Charlotte-based home care agency's achievement of NC NOVA designation indicates that Partners In Care is a bar-setting long-term care provider that meets a voluntary and comprehensive set of higher workforce and workplace standards for their direct care workers.

The special license was awarded by the N.C. Division of Facilities Services after a rigorous independent review by The Carolinas Center for Medical Excellence.

NC NOVA is a special program for adult care homes, home care agencies and nursing facilities that voluntarily meet higher standards for investing in the training and job satisfaction of frontline caregivers. The program is based on evidence that improved workplaces have a positive impact on retaining quality direct care workers, thus leading to better care for consumers.

Partners In Care, a family-owned and operated company, is one of only 60 pilot sites for NC NOVA, and the first and only company to achieve the prestigious award in the greater Charlotte area.

The Carolinas Center for Medical Excellence (CCME) serves as the designated Independent Review Organization for the North Carolina New Organizational Vision Award (NC NOVA). Mary Jane McCracken, RN, of CCME acknowledged the importance of this award by saying, "We congratulate Partners In Care and its staff for their commitment to quality health care and their active support and empowerment of the direct care workforce within their organization."

Azzie Y. Conley, RN, of the North Carolina Department of Health and Services, said, "The Division of Facility Services takes great pleasure in awarding a NC NOVA license to Partners In Care. We commend them and their staff on the work they have done...we wish them continued success."

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Partners In Care co-owner and director Sally Olin, RN, responded by saying, “Partners In Care strives to be the very best in-home aide company, and so we are very proud that The Carolinas Center for Medical Excellence chose us to be the first recipient of NC NOVA designation in our area. This special licensure is a mark of true distinction.”

Partners In Care co-owner Don Olin added, “This important award reinforces our company’s enduring dedication to improving the quality of life of our clients, helping them maintain their independence, and offering peace of mind for their families.”

In addition to The Carolinas Center for Medical Excellence, NC NOVA also is endorsed by the Association of Home & Hospice Care of North Carolina, N.C. Assisted Living Association, N.C. Association of Long-Term Care Facilities, N.C. Association of Non-Profit Homes for the Aging and N.C. Health Care Facilities Association.

NC NOVA was developed under a Better Jobs Better Care grant from The Robert Wood Johnson Foundation and The Atlantic Philanthropies. A team including providers, workers, consumers, educators and state regulators has been working since August 2003 to create and implement NC NOVA.

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About Partners In Care:

*The challenging experience of finding dependable care for their ailing mothers ultimately led Don and Sally Olin to form their company **Partners In Care**, dedicated to providing personalized, trustworthy, superior in-home care for the elderly and those in need who wish to remain independent in their own homes for as long as possible. Partners In Care is a family-owned and operated caregiving company whose caregivers and Certified Nursing Assistants provide assistance with such activities as errands, transportation to doctors, medication reminders, housekeeping, laundry, grooming, dressing, bath safety monitoring, and more. All services and schedules are tailored to the needs of the client, and caregivers and CNAs are available for hourly, daily, weekly, overnight, 24-hour or live-in assignments. PIC has extensive experience caring for Alzheimer's and dementia patients, and also works with families on respite care for loved ones and short-term disability. Partners In Care is licensed by the State of North Carolina for in-home aide services, and is an official provider for Medicaid PCS & CAP/DA, worker's comp and the Veteran's Administration. All PIC caregivers and CNAs truly have a passion for providing care and are actual employees of the company – thoroughly interviewed, screened and background-checked, trained and oriented, bonded and insured. More information on **Partners In Care** is available by calling **704-554-9904** or visiting www.partnersincare-nc.com.*