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**FOR IMMEDIATE RELEASE**

**THE SENIOR'S CHOICE LAUNCHES  
NEW 'STAFFCHOICE' DIVISION**  
*Creates New Income Stream for its Members/Franchisees*

**DANA POINT, CA** – The Senior's Choice has recently announced the creation of its new healthcare staffing division, StaffChoice. StaffChoice allows TSC Members/Franchisees the powerful opportunity to expand their services into the placement of nurses and case managers by utilizing a team of world class recruiters who excel at providing temporary and long-term placement staffing solutions to the healthcare sector.

StaffChoice's unique origins in The Senior's Choice – North America's oldest, largest and most established membership organization of independent senior care providers – positions this new division to become the leading medical staffing company in the market and the leading choice for all healthcare staffing solutions. This affords TSC Members/Franchisees with a significant advantage over their competitors, widening the scope of potential clients and creating a lucrative new income stream. Steve Everhart, president and founder of The Senior's Choice, explains, "Our extensive experience in the healthcare field has equated to strong relationships with many of the leading healthcare employers throughout the nation, and so we are able to provide our members with a means of quickly and efficiently matching seasoned professionals to the needs of their clients."

Potential StaffChoice clients include home health care companies, rehab centers, assisted living facilities, long-term care facilities, private practices, hospitals and more. By expanding its service offerings to include healthcare staffing, a TSC Member/Franchisee also rapidly expands its network of service providers in the field, thus leading to more client leads.

StaffChoice also boasts unparalleled recruiting methods, yielding the most experienced, skilled and desirable healthcare professionals in the field.

For more information on StaffChoice, contact us **(888) 725-3655**. More information on The Senior's Choice can be found at [www.theseniorschoice.com](http://www.theseniorschoice.com).

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