



ANDREA COHEN ELECTED TO HOME CARE ASSOCIATION OF AMERICA BOARD OF DIRECTORS

HCAOA is the industry's leading trade association

Newton, MA (September 24, 2020): HouseWorks CEO and Founder Andrea Cohen has been elected to the Board of Directors for the Home Care Association of America (HCAOA) for a term effective January 2021. Cohen founded HouseWorks more than 25 years ago with an unwavering commitment to redefine what it means to age at home. The company has become one of the nation's largest independent private home care companies guiding families through every possible challenge aging at home can throw their way.

Founded in 2002, the Home Care Association of America (HCAOA) is the industry's leading trade association – currently representing nearly 3,000 companies that employ more than 500,000 caregivers across the United States. HCAOA serves as the home care industry's unified voice. Representing a diverse number of small, mid-level and large corporations, HCAOA unites the industry through speaking with one voice in Washington, D.C. and state capitals across the country. HCAOA protects industry interests, promotes industry values, tackles barriers to growth and takes on industry-wide issues.

HouseWorks is a national and local leader in home care with more than 500 exceptional Caregivers in Greater Boston and Philadelphia as well as parts of New Hampshire and southern Maine. Cohen is a social entrepreneur dedicated to transforming the way care is delivered to seniors at home, a vision crystalized after taking care of both of her aging parents more than two decades ago. As its core purpose, HouseWorks takes an entrepreneurial approach to service delivery and workforce empowerment that returns a sense of control to adult children and their parents.

"I'm honored to have been elected by my peers in the home care industry to serve on the Home Care Association of America Board of Directors. When I started my career and served on the National Private Duty Association board – the precursor to HCAOA -- home care was in its infancy; today, the industry is recognized for its professionalism and for the valuable role it plays in allowing adults to age at home," Cohen said. "HCAOA has been indispensable during COVID-19, connecting homecare providers so we can share ideas for how to protect our caregivers and provide the safest and best care to our clients. I look forward to working more closely with my colleagues to elevate our vital work."

Cohen serves on the Board of The Commonwealth Institute, the Schwartz Center Leadership Council, and the Caregiver Action Network—the nation's leading caregiver organization – and is an appointee to the Massachusetts Women Forum. She served as an at-large delegate to the White House Conference on Aging in 2005 and influenced national policies that impact all seniors and family caregivers.

Cohen earned her MSW of from Boston College and completed her Bachelor's at Ithaca College. She and her husband reside in Brookline, Mass.

About HouseWorks

For more than 20 years, [HouseWorks](#) has provided older adults and their families the highest standard of private, dependable in-home care. Our proprietary [BetterCare at Home™](#) approach leverages personalized care services and innovative technology to guide the work of our Caregivers as we help seniors stay safe, comfortable, and engaged in their life – at home. HouseWorks is a national and local leader in home care with more than 500 exceptional Caregivers in Greater Boston and Philadelphia as well as parts of New Hampshire and southern Maine. Richard Barasch, a 30-year veteran of the healthcare business, is the principal investor in RAB Ventures and HouseWorks.

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