



FOR IMMEDIATE RELEASE

JOHN ELLIOTT, CEO OF ARCADIA, SPEAKS TO INDUSTRY LEADERS AT TMA'S WEBINAR

Arcadia's CEO, John Elliott, has been published in the most recent Journal of Corporate Renewal talking about the effects of the Affordable Care Act (ACA) on the home care industry and healthcare market. Now Elliott has been invited by the Turnaround Management Association to speak further to their group of international industry leaders on healthcare reform.

In the webinar, titled, "The 5 R's of Health Care Reform", Elliott had the opportunity to share with hundreds the implications of healthcare reform and its future consequences for providers and employers. The 5 R's, (which were 'Right Care', 'Right Place', 'Right Time', 'Right Cost' & 'Right Capital',) worked as the structural supports for the webinar in which Elliott, along with Arcadia's Chief Strategy Officer Cathy Sparling, BDO Consulting's Managing Director Patrick D. Pilch, and BDO Capital Advisors, LLC's Managing Director (and webinar monitor) Jeffrey R. Manning, presented.

Elliott explains Arcadia Home Care's roll in healthcare reform as a means to "detect and prevent". With Arcadia's continuous care through well-trained caregivers, the company is able to act as one of the many moving parts now mandated into law. For example, with ongoing support and monitoring of the frail, Arcadia can prevent the likelihood of a fall in a client's home, which otherwise may've lead to hospitalization. Other means, such as patient therapies can detect early signs of dementia and Alzheimer's disease.

Preventative measures are key for the success of the new systems being put into place to cut back on average individual healthcare costs. The United States' current model of healthcare, with programs such as Medicare, is a reactive course of waiting until people experience an acute episode and then seek treatment which ends up costing an individual much more over time. Programs such as post-hospitalization care and therapies that promote wellness and early detection are less costly; when the reform is phased in, more energy will be placed into these proactive approaches.



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