



CONTACT: Matt Olin
Press Manager, Partners In Care
Cell Phone: 704-287-2744
Email: molin@partnersincare-nc.com

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."

-- more --

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.

###