



PRESS RELEASE

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For more information, contact:
Steven Davidson at (818) 205-0435 or
sdavidson@accreditednursing.com

Accredited Nursing Care celebrates 10 years of success in the San Gabriel Valley

PASADENA, Calif. – Accredited Nursing Care, one of Southern California's largest and most comprehensive home healthcare providers, will celebrate the tenth anniversary of its San Gabriel Valley branch office on August 1.

Accredited's expansion into the San Gabriel Valley a decade ago launched an aggressive growth period that resulted in the opening of five additional Accredited Nursing offices and the launch of three additional service lines. Today, the downtown Pasadena office has a client census of 150, serviced by three full-time staff and over 100 caregivers.

Accredited is comprised of four integrated companies and is a true family business, owned and operated by founder Barry Berger and Taffy Steinfield-Berger, his wife of 20 years. Together, the four companies provide skilled nursing and therapies; in-home attendant care; continuous care nursing for the developmentally disabled; and home delivery of durable medical equipment & supplies. Accredited is one of but a few local agencies that service the entire life cycle – spanning all ages from infancy through the golden years.

In an industry dominated by national Goliath-like corporations, Accredited has emerged as the local David, successfully competing for both market share and recruitment of professional staff. Accredited has nearly enjoyed five-fold growth over the last 10 years, as the result of ongoing commitment to quality care.

For Berger, the Accredited success story is one of self-actualization and rags-to-riches. Fresh from graduation from Arizona State University (BA, Business), Berger quickly learned the ropes of the home care industry from a competitor. Driven to better serve the needs of a growing elderly population, he convinced his parents to extend a loan and founded Accredited Nursing Services in 1980.

"It took a bit of convincing, but my parents embraced my vision as to what needed to be done," reflected Berger. "I put together a business plan, rented the office, and started contacting every potential resource on my Rolodex."

From modest beginnings in a two-room Van Nuys office (with his father as the lone employee), Berger began his quest to provide superior in-home custodial care to local residents. At that time, little did he know that, over three decades, Accredited would expand to service more than 15,000 patients annually through its eight offices in Los Angeles, Orange and San Diego Counties.

"With the integrated companies, we've established Accredited as the area's 'one-stop shop' for the continuum of home health care needs," noted Berger, "and that's something that our entire staff can be very proud of."

For further information on Accredited Nursing or the Pasadena office's tenth anniversary celebration, please contact Steven Davidson at (818) 205-0435 or sdavidson@accreditednursing.com.

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