



PRESS RELEASE

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The Accredited Family of Home Care Services celebrates 25 years of excellence

ENCINO, CA – The Accredited Family of Home Care Services -- among Southern California's largest comprehensive home healthcare providers -- will celebrate its 25th anniversary on Thursday, June 9, marking its self-made owner's realization of "the American Dream."

Comprised of four integrated companies, Accredited is a true family business, owned and operated by its founder, Barry R. Berger of Westlake Village and his wife of 20 years, Taffy Steinfield-Berger. 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. With its diverse offerings, Accredited is one of but a few local agencies that can service patients throughout the entire life cycle – spanning all ages from one's infancy through a patient's 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 quadrupled its patient base since 2000, as the result of an innovative new program that services Regional Center developmentally disabled consumers throughout the state. Also, Accredited's stellar reputation enabled the agency to quickly bridge gaps created by three large home care agencies ceasing operations.

On a personal level, 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 in the end, my parents embraced my vision as to what needed to be done," reflected Berger. "I put together a business plan, rented the office space, and started contacting every potential resource on my Rolodex."

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From modest beginnings in a two-room office in Van Nuys, 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 branch offices located in Los Angeles, Orange and San Diego Counties. Nor did he know that, 25 years later, his businesses would relocate corporate offices into an 11,000 square foot prime location in the Woodland Hills Business Park.

Together, the four inter-related companies comprise The Accredited Family of Home Care Services, and each remains privately held by Berger today. "With the integration between 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."

Swimming in an ocean of giant healthcare providers, this small fish and his family business have emerged as industry leaders, but Berger never forgets his roots. His compassion for the needs of today's aging and disabled population, boosted by his constant drive to succeed, are the reasons for Accredited's success.

For further information on Accredited's 25th anniversary celebration, please contact Steven Davidson at (818) 205-0435 or StevenD@AccreditedNursing.com.

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