



When pharmacists succeed, they do it with CARE.™

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CARE Pharmacies Launches Home Healthcare Place

Washington, D.C. – Between 2000 and 2030, the elderly population in the U.S. is expected to increase by 102 percent to more than 70 million. When surveyed, more than 83 percent of “future” seniors say they are very or somewhat likely to remain in their homes. Today, the need for home healthcare experts, products and services is greater than ever before.

To meet this need, CARE Pharmacies are now featuring the Home Healthcare Place in an area of their 40 stores throughout Washington, D.C., Virginia and Maryland. Between now and March 31, people can enjoy special discounts on featured products as well as important information about caring for anyone in the home.

“Most seniors, caregivers and people with injuries know that smart home healthcare leads to greater independence, recovery and a better quality of life, but unfortunately they do not have access to the right information, the right products and the right people to turn to for answers,” said Gerson T. Serody, CEO, CARE Pharmacies. “That’s why we have implemented the Home Healthcare Place in all CARE stores – it provides a comprehensive, one-stop destination center for hard-to-find, quality products and equipment.”

As a family of pharmacies, CARE is in the unique position to counsel and support the growing population of seniors or anyone who needs injury-related products to ease recovery in the home. The organization’s decision to include more home healthcare products and resources in their stores is just one of the ways CARE Pharmacies is striving to meet the needs of customers.

CARE Pharmacies is a growing, multi-state organization offering specialized expertise excelling in hard-to-fill and full-service prescriptions. For more than 30 years, patients have turned to CARE to receive trusted and professional pharmacy services combined with a level of care and service that only an independent pharmacy can offer. If you would like to find a CARE Pharmacy location near you, please visit www.carepharmacies.com.