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Press Release

Source: Aizling, Inc.

Aizling.com Launches Private Duty Home Care Services in Massachusetts

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Web-Based Staffing Solution announced the launch of "Aizling At Home," its private-duty home care services, and the start of registration in Massachusetts for qualified RNs, LPNs, CNAs, CHHAs, and Homemaker/Companions for full and part time positions

PLYMOUTH, Mass.--(BUSINESS WIRE)--Aizling, Inc., a best of breed service company providing a web-based platform and service for matching rated healthcare professionals with healthcare providers today announced the launch of "Aizling At Home," its private-duty home care services, and the start of registration in Massachusetts for qualified RNs, LPNs, CNAs, CHHAs, and Homemaker/Companions for full and part time positions.

Aizling At Home will provide home care services to the private-pay home care client. Direct care services include homemaking, companionship, errands, assistance with personal care, nursing and therapy visits, and private-duty nursing.

Aizling At Home also provides Care Management consultation services to clients and families, trust officers, conservators, and attorneys. These services include a complete assessment of the client's care needs, along with the development of an individualized care plan.

Aizling, Inc. is the healthcare industry's first online staffing resource for the healthcare industry that provides detailed, objective metrics and ratings for professional medical personnel and institutions in a self-service, free market system. Aizling has now expanded these services to the private-pay home care client. All interested professionals may apply by visiting <http://www.aizling.com> and registering for an account. On-screen instructions will guide applicants through the application procedure. Interested clients please call Aizling at 800-979-0016, extension 227, or email lauraferreira@aizling.com.

"Aizling's goal is to provide high quality home care services that are superior to those provided by traditional agencies," states Laura Ferreira, RN, VP of Home Care Services & Quality Assurance. Aizling At Home is off to a great start as Ali R., a Massachusetts client recently stated, "Thank you for being there for us Saturday night. That was huge and we are grateful to have found you."

Aizling, Inc. is a member of the Home Care Alliance of Massachusetts.

Why a Rating System?

Aizling, Inc. was developed as a community and employment market for the healthcare industry. By objectively rating performance and skills such as reliability, proficiency, judgment, communication and documentation, Aizling provides a means for talented professionals to be recognized for their skill and to maximize their own earning potential in a transparent and open market. No other service provides clients such breadth and depth of data on its community of nursing professionals.

Benefits to Healthcare Professionals

Aizling puts the individual healthcare professional in the driver's seat by allowing them to set their desired rate of pay per hour, as well as per shift, in an open community system. Using Aizling's competitive model and shift preference tool, healthcare professionals exercise full control over day and time of the desired shifts they wish to work.

Benefits to Home Care Clients

Aizling At Home Clients have the same control over the preferences they choose. For example, if a posted care need is receiving low or slow response, clients have the option to increase the bid in increments to entice a response from the professional community. Similarly, if the response is overwhelming, the next time clients post the position, they may choose to allow the market to self-adjust to a more realistic rate. Furthermore, clients may select professionals based on their demonstrated Reliability and Professionalism Rating.

About Aizling, Inc.

Aizling, Inc. is a professional staffing agency that provides a web-based application and service to match health care professionals with open shifts posted by hospitals, nursing homes, other health care providers, and now the private-pay home care client. Aizling professionals are openly rated for their reliability and professionalism in order to reward the best practitioners and to deliver unmatched quality of care. For more information please visit www.aizling.com.

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Source: Aizling, Inc.

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