

## **Charlotte Health Care CEO to Lead Discussion at National Conference**

Charlotte, NC—December, 2007

Serena L. Brock, the respected CEO of Avenue HomeCare, Inc., a Charlotte-based home care organization, has been selected by the Private Duty Home Care Association (PDHCA) headquartered in Washington, D.C., as a faculty member for their annual conference. The Private Duty Home Care Leadership Summit is sponsored by both the PDHCA and the National Association for Home Care & Hospice (NAHC) and will take place January 27-29, 2008 in Phoenix, Arizona.

Ms. Brock is the founder and CEO of Avenue HomeCare, Inc. ([www.avenuehomecare.com](http://www.avenuehomecare.com)), a local health care organization that has enjoyed much success and high regard from the Charlotte community. Speaking on her reputation in the health care community, Ms. Brock says, "Helping people has always been a priority in my life. Clients and employees come to us because we've been recommended. I couldn't be more proud of our growth."

Ms. Brock's selection to lead a roundtable discussion at the Private Duty Home Care Leadership Summit is evidence of Avenue HomeCare's notoriety. A health care provider that boasts an "elite team of caregivers," Avenue provides skilled medical nursing care, as well as non-medical companion care to patients ranging in age from infants to seniors, in the security and comfort of their own homes. Ms. Brock has led the company since its inception towards a vision of being "the preferred and trusted leader in home care."

Ms. Brock's success in health care has not been by luck. She is an experienced business leader, recognized by various awards in her community, and lends her expertise as CEO to Brock MacNeill Consulting/Marketing ([www.brockmacneill.com](http://www.brockmacneill.com)), as well as to various non-profit organizations.

Ms. Brock considers her selection to the faculty of the Leadership Summit an "honor" and says of her commitment to the community, "I believe that helping others isn't something that stops after work; it's a way of life."

Those attending the Private Duty Home Care Leadership Summit in Phoenix, Arizona will have the opportunity to participate in a roundtable discussion with Ms. Brock on January 28, 2008. For more information on this event as well as home care topics, please visit the National Association for Home Care & Hospice at [www.nahc.org](http://www.nahc.org) and the Private Duty Home Care Association at [www.pdhca.org](http://www.pdhca.org).