



Applause Home Care Opens New Caregiving Center in Maplewood, Marking a Major Milestone for New Jersey's Aging Population

Newly added caregiving office now available in Maplewood, bringing in-home caregiving services to more families across the region and surrounding communities.

MAPLEWOOD, NJ, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- [Applause Home Care](#) today announced it is expanding its footprint with a new caregiving office in [Maplewood](#). The addition, located at 111 Dunnell Rd., Suite 102, Maplewood, NJ 07040, reflects the company's ongoing mission to provide better access to non-medical, in-home caregiving services for clients.

As many choose to age at home, the Maplewood location comes at a time when older adults require support most. Under this addition, Applause Home Care brings its niche philosophy of "care partnering" to more families in the area, a two-way exchange not seen elsewhere that allows individuals to direct in their own personal services.

"Our Maplewood office is an exciting step because it makes homecare even more convenient for aging Americans who have demanded attention for so long. This move gives us the opportunity to not only meet adults where they are at, but build even deeper relationships and emphasize our motto of 'helping others help themselves' so everyone can live safely, comfortably, and autonomously at home," CEO Jim Prussak said.

According to a [Pew Research Center](#) report, nearly 93% of U.S. adults aged 65 and older prefer to remain in their own homes, underscoring the growing demand for care services that are designed around the needs and preferences of an aging population. Applause Home Care incorporates this preference into its care model, empowering older adults to maintain their independence and continue living life on their own terms.

Furthermore, rather than transitioning to a traditional care facility, home-based care allows seniors to maintain greater autonomy in familiar surroundings, making access to local care more valuable than ever. Receiving care at home also enables 24/7 support and trusted supervision, helping ensure that each elder receives the personalized care needed to achieve optimal health and well-being.

"We look forward to becoming an integral part of the Maplewood community by listening to the

needs and aspirations of local families and redefining what's possible for seniors," Prussak explains. "Looking ahead, we're committed to making high-quality care more accessible, empowering individuals across New Jersey to live healthier, more fulfilling lives."

The Maplewood office will host a ribbon cutting and welcome ceremony on Saturday, August 29, at 12:00 p.m. EST. Community members, families, and local leaders alike are invited to join in on the celebration.

About Applause Home Care

Applause Home Care provides non-medical, in-home caregiving services designed to help older adults maintain independence, dignity, and quality of life in the comfort of their own homes. Guided by its philosophy of helping people help themselves, Applause Home Care offers a person-centered caregiving approach for families in Fair Lawn, Maplewood, and Northern NJ. The care team works with families to provide care for special needs, injuries, difficulties with mobility, or illnesses.

About Jim Prussak

Jim Prussak is the CEO of Applause Home Care. During the latter part of his 25-year career in control functions within the financial services industry, he volunteered to assist elders in the community. The satisfaction and care that Jim received from helping others in the "encore" of their lives helped him to learn about care partnering, not just "care giving." These experiences also made Jim reconsider what he wanted to do with the rest of his career and life. Jim holds a BS Degree from New York University in Accounting and Finance and an MBA from Fordham University. He is also a Certified Homemaker-Home Health Aide by the NJ Board of Nursing and a Certified Public Accountant in New York. Jim also serves on the Board of Bergen Volunteers.

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