

FOR IMMEDIATE RELEASE

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Two images sent as attachments; captions below news release

**Community service, education advocate  
acquires SE Michigan home health care agency**

*American Advantage Home Care set to expand service in Detroit-Flint-Ann Arbor area*

DEARBORN, Michigan – Cleamon Moorer Jr. DBA and his wife, Nicole Willis-Moorer, are the new owners of American Advantage Home Care Inc., a full-service home health care agency that provides skilled medical care 24/7 for adults of all ages.

The Moorers, of Grand Blanc, purchased the seven-year-old, Dearborn-based agency through the Moorers' Partners in Wellness Management LLC, a holding company established with the goals of improving the health of and health care for individuals in Michigan.

"American Advantage Home Care has earned an outstanding reputation of providing compassionate, quality care," said Cleamon Moorer, agency president. "We immediately saw the benefit and potential of bringing that care to more individuals. We knew that we have the administrative know-how to expand the service area throughout the Detroit-Flint-Ann Arbor area while retaining a patient-centric focus."

Owning the home health care agency is an opportunity to give back to his hometown. Moorer grew up about three miles from the American Advantage headquarters, 4241 Maple St., Dearborn. His parents Cleamon Sr. and Doris Jean owned a body shop, C&M Collision, on Livernois south of Joy Road.

Since completion of the sale June 5, the Moorers have worked to expand the agency's geographical service footprint. They are coordinating with area medical centers and physicians for referrals, and they opened a Flint office at the Stockton Center at Spring Grove.

They are happy that 100% of staff – 16 employees – chose to continue their employment, and the agency is hiring additional clinicians and accepting new patients.

Together, the Moorers have more than 45 years of experience in health care administration and business.

Moorer has extensive experience as an educator, business executive and management consultant, including positions as dean of business programs for Baker College, Flint, and Madonna University, Livonia. He was responsible for the health care administration programs at both colleges.

He is also an author and community service advocate, providing support for multiple non-for-profit organizations, such as Big Brothers Big Sisters of Greater Flint and Genesee County, Beyond Basics, Macomb County Habitat for Humanity and Catholic Vantage Financial Credit Union. He's received recognition for leadership and community involvement from local and national organizations, including the Detroit Pistons, BLAC Detroit Magazine and Black Enterprise Magazine as well as the City of Detroit Council, Crain's Detroit Business, the Michigan Chronicle, the Network Journal-NYC and DBusiness Magazine.

Moorer holds a Business Excellence for Health Professionals Certificate from Cornell University, a Doctor of Business Administration in management from Argosy University, an MBA and a Master of Science in management and organizational behavior from Benedictine University, and a bachelor's degree in management from Kettering University.

Willis-Moorer, agency vice president, has more than 20 years' experience in health care – as a home health aide and a Chicago Public Health Department administrator. She earned certification in advanced medical professional training at Kennedy-King College, Chicago, and has served as vice president of Moorer Customer Care Solutions Consulting and Dr. C. Moorer & Associates Inc., a 501(c)(3) scholarship- and grant-providing organization, since 2010.

The Moorers have four sons, ages 9 to 18.

"Our family dinner-table talk has often focused on how one can make the world around us better," Moorer said. "Now our sons can see first-hand how a business can directly translate that thought into action."

American Advantage Home Care provides skilled home health care services to those recovering from illness, surgery or injury, or those managing complex health conditions. A multi-cultural team of experienced professionals provides one-on-one care with patients in whatever setting they call home – private home, assisted living, etc. Services include physical, occupational and speech therapy, skilled nursing, home health aide assistance and medical social work.

The agency also helps patients and their families coordinate community and private resources to maximize patients' functional independence.

American Advantage Home Care is accredited by The Joint Commission, which is the gold standard and industry benchmark for quality and safety. The agency is also rated 4-star (above average) on the Medicare Quality of Patient Care Star Rating.

For more information, visit [www.AmericanAdvantageHHC.com](http://www.AmericanAdvantageHHC.com) or call 313.914.2296.

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### **Photo captions**

***AAHC-Moorers.jpg*** – Cleamon Moorer Jr., accompanied by his wife, Nicole Willis-Moorer, receives DBusiness Magazine’s “30 in Their Thirties” recognition in 2015. The couple has acquired American Advantage Home Care, a full-service home health care agency serving clients in the Detroit-Flint-Ann Arbor area. (Photo by Patrick Gloria, DBusiness Magazine)

***AAHC-logo.jpg*** – American Advantage Home Care is set to expand service in Detroit-Flint-Ann Arbor area.