

Notice: Use of the Term, Assisted Living, by Personal Care Homes

O.C.G.A. §10-1-393(26) prohibits a personal care home or assisted living community from offering, advertising or soliciting the public to provide services “which are outside the scope of personal care services of assisted living care” which the facility is specifically authorized to provide. Accordingly, effective immediately, the Department will not issue an initial permit to a personal care home which uses the term, “assisted living” in the name of the home or any of its marketing materials, unless it is applying to become licensed as an “assisted living community”. Currently licensed personal care homes, which use the term, “assisted living” must remove the term, “assisted living” from their names and marketing materials, as soon as practical, but not later than May 1, 2013 or become licensed as assisted living communities.