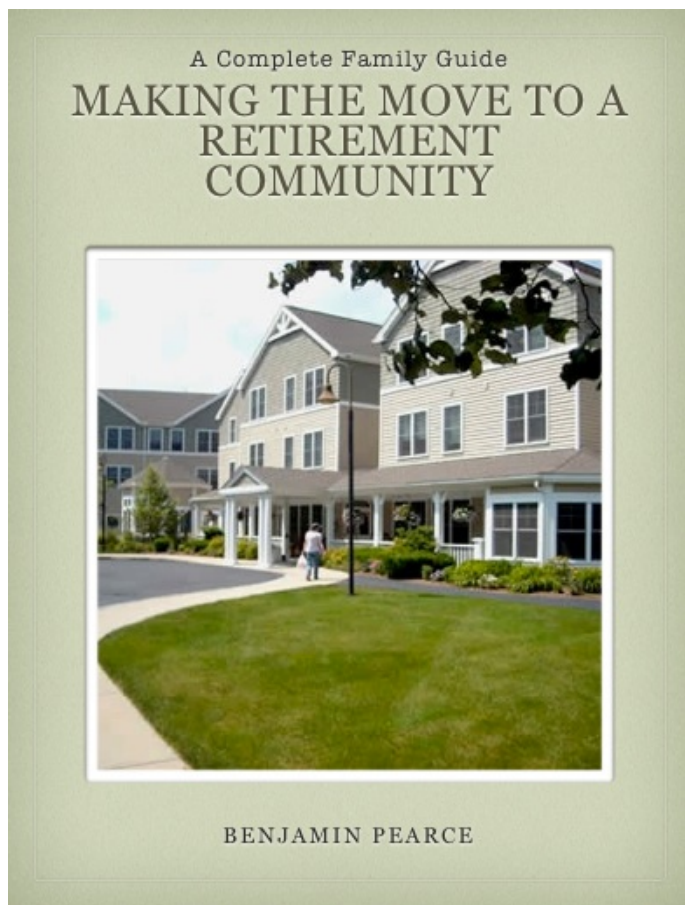




ELDER CARE ADVISOR

BENJAMIN PEARCE

MAKING THE MOVE TO A RETIREMENT COMMUNITY



Description

A complete family guide to making an informed decision regarding retirement communities and senior living options. Written by a 30-year veteran operations expert in Senior Housing and author. Learn about the different types of facilities, how they are priced, and how to choose which one is right for your situation. How the isolation of living at home alone can lead to avoidable health problems, tips on dealing with guilt, downsizing possessions and coordinating the move. Explore financial resources and understand what Medicare and Medicaid cover in senior housing. Finally, learn how to deal with caregiver stress and burnout and the family member who says "But I'm not ready yet." Great Gift!

Family Review

Review by: Karen Doll on March 28, 2013 :

The ebook "Making the Move to a Retirement Community" is an excellent resource for anyone who is personally consid-

ering this option or is the loved one of an elderly family member who needs detailed information on what is available and the obstacles you may encounter.

As a nurse practitioner nearing retirement age, as well as the caretaker for elderly parents, I find this book extremely informative as it guides you step-by-step in the process of selecting the best type of retirement living according to your needs.

I learned that retirement living does not necessarily have to mean assisted-living. I was not aware of the broad range of facilities available, from independent living communities featuring all inclusive meals and activities with home health services that can provide a cushion of care if you need it, to assisted living arrangements and continuing care.

My own parents have lived in the same house for years, and I now see the safety and isolation issues they are facing that can impact their health. Despite their years, they are not ready for assisted living, and I am happy to have learned about the availability of alternative living arrangements so they can enjoy a safer, more social lifestyle without the burden of meal preparation and home maintenance.

The author presents his information in clear concise language and covers all the basics one needs to know to make an informed decision as to how best to handle the transition with the ultimate goal of maintaining independent living for as long as possible.



[Making the Move to a Retirement Community](#)

ELDER CARE ACTIVITIES

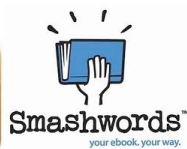
105 GREAT ACTIVITIES YOU CAN DO WITH SENIORS



Stuck for ideas to get Mom motivated? Here is a list of 105 activity ideas for both high and low functioning people with links to templates to use for seniors at home or in senior living communities. Contains Therapeutic Target for each, website link to templates and videos, Purpose of each activity and detailed methods on how to carry it out. Not only are these activities fun for seniors, but will also appeal to You!. Your life-enrichment or activity program should offer more than entertainment, it should be designed to improve cognition, build self esteem, exercise motor skills, stimulate intellectual growth, provide social contact, stimulate creative expression, and be fun and failure free. A therapeutic approach allows us to understand a person not only as someone who suffers from illness, but also as someone who inhabits healthy parts and personality that remains even though it seems to be hidden by illness. Senior(s) are like everyone else – they attach personal meanings to their activities. So when we engage in meaningful activities, then activity becomes therapy. This therapeutic, multi-faceted in-

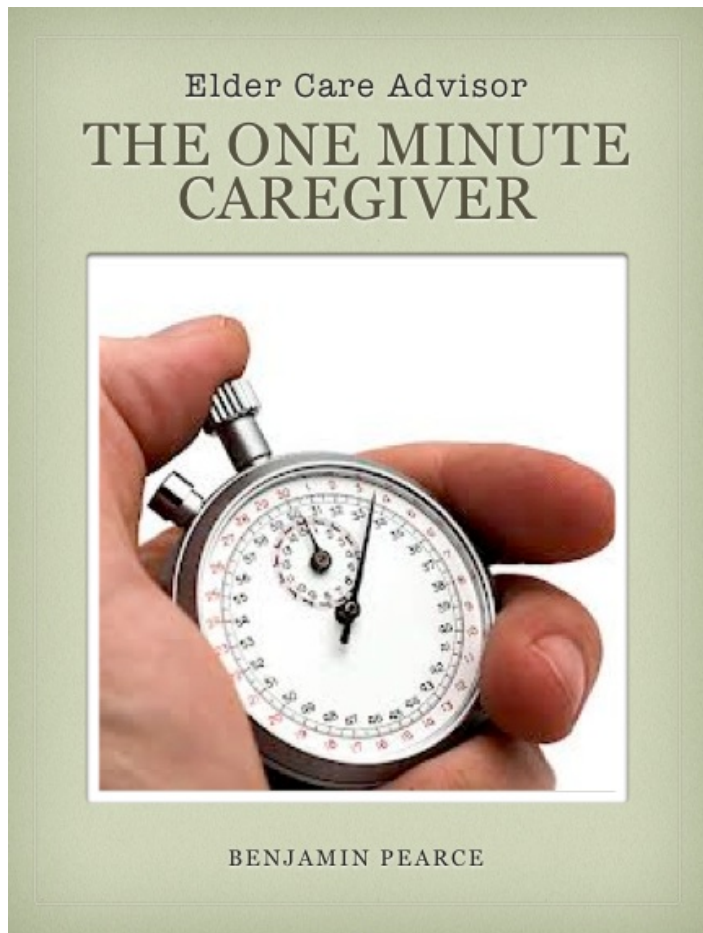
terdisciplinary approach to activities, social and leisure programming provides specialized stimulation to create structure and support in meeting the physical, psychosocial, cognitive and spiritual needs of each senior(s).

The activities are arranged by *High Functioning* and *Low Functioning*. This book comes with live links to templates for crafts, paintable pictures, puzzles, games, reminiscence exercises, door hangers, exercise video, website resources, finish the phrase remote memory exercises and much more that you can download right to your mobile device or computer! The programs can best be displayed if you connect your computer to your TV or for one-on-one, use a tablet device such as an iPad. Great Gift Idea!



Elder Care Activities: 105 Great Activities that you can do at Home, in Assisted Living, Retirement Community, or in a Nursing Home

THE ONE MINUTE CAREGIVER



Most families find themselves unprepared to make informed decisions regarding the issues faced by their elderly parents or spouses. Often caregivers experience feelings of helplessness and lack of control over their situation. The responsibilities for providing care for someone else can become gradually overwhelming as the personal needs of the loved one inevitably increase over time.

Caregivers who educate themselves about the diseases affecting their loved one will be better equipped to recognize and understand changes associated with progression of the disease and the aging process. This way they can be more capable of anticipating and dealing with changes as they occur rather than being caught surprised and unprepared.

The following are eBooks covering topics that most everyone who has elderly parents will be faced to deal with. You can click each link below and download any of these articles for some quick tips on how professionals and

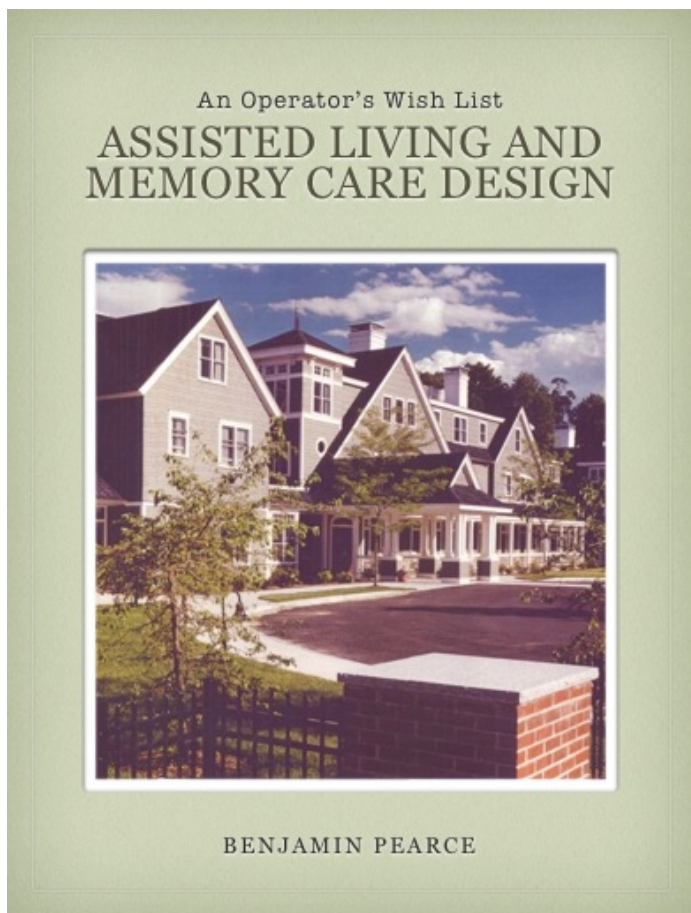
even other families have learned to deal with them. Great Gift Idea for the Caregiver at Home!



- Alzheimer's Disease Fact Sheet
- Alzheimer's Disease Primer
- Medicare and Medicaid in Assisted Living
- Is Alzheimer's Care Tax Deductible ?
- Financial Resources for Caregivers
- Legalese for Caregivers
- Early Alzheimer's - A Changing Lifestyle
- "But I'm not Ready Yet"
- Isolation Can Lead to Health Complications
- The Hidden Liabilities of Home Companions

- Familiarity is the Key to Success
- Feeling a Little Guilty ?
- Falls and Fractures in the Elderly
- Frequency and Indicators of Malnutrition
- Caregiver Burnout
- Caregiver Stress
- Depression in Dementia
- Dementia is not Always Alzheimer's
- How to Deal with Mom's Complaints
- Aromatherapy in Alzheimer's Care

CONCEPT DESIGN



In the Author's 30-Year Career he has opened 75 facilities from scratch. Post opening interviews with employees and facility management operating those communities reveal their ideas on how to do it better. This is a complete compendium of feedback on assisted living design for architects to make the facility more efficient, user friendly, and more marketable. Learn how to get the very most out of your square footage and common areas. Designs are subject to change depending on constraints of a particular property, the market analysis that addresses competitors from the types and size of the common areas and the mix of types of units and unit sizes. The overall strategy is to create a design that can be replicated at the core, with adjustable common areas and unit mixes to meet specific market conditions and the local healthcare patient flow. Some markets will have demand for a higher acuity assisted living environment, as a SNF alternative especially as hospitals are eager to discharge fee-for-service residents as their stays are exhausted. Other markets will be more hospitality driven, and will feature common ar-

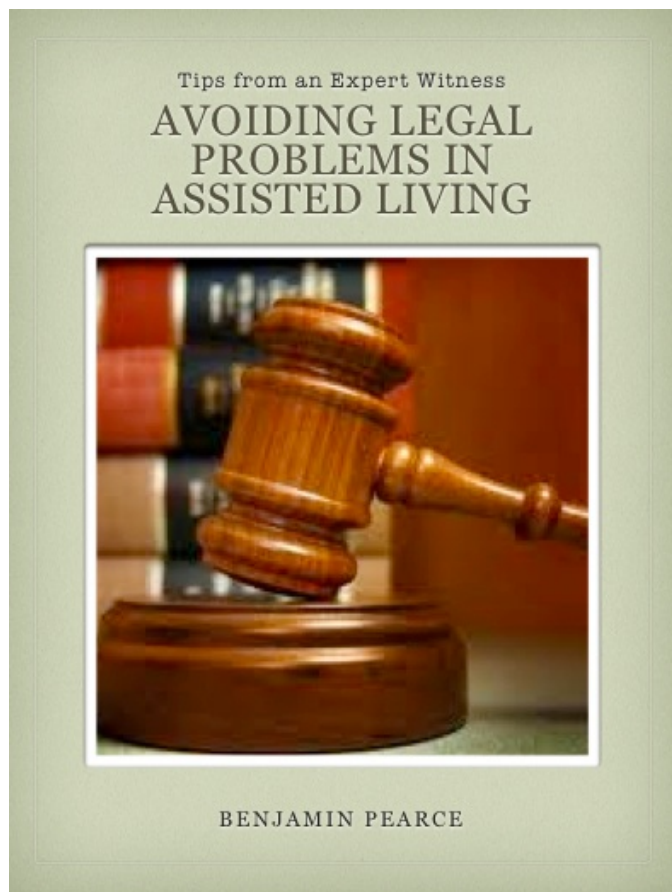
areas, which cater to a more active population rich in leisure time features.

A look into the healthcare crystal ball reveals that Medicare reform seeks to better link hospitals and doctors to the supervision of their patients' post-acute care. In response, assisted living providers who develop care continuums that link to these physician and hospital payers and referral sources through IT connections and on-site medical clinics, will be drawing patients from both ends of the continuum. Learn how best to design your new facility to maximize its efficiency and appeal.



Assisted Living and Memory Care Design: An Operator's Wish List

AVOIDING LEGAL PROBLEMS IN ASSISTED LIVING



Senior living community operations are exposed to a wide range of risks. In order to analyze and minimize risks in each component of the operations, operators must determine what standards of care applies or should apply and to which they may be held. The simple fact is that poor risk management will empty a building faster than good marketing will fill it. Learn strategies to avoid legal pitfalls from a 30 year assisted living operations veteran and expert witness in senior living litigation.

By adding more medically oriented assisted living and on-site clinics to the senior living campus, they are providing residents a rental aging-in-place alternative that enables their residents to utilize their Medicare benefits.

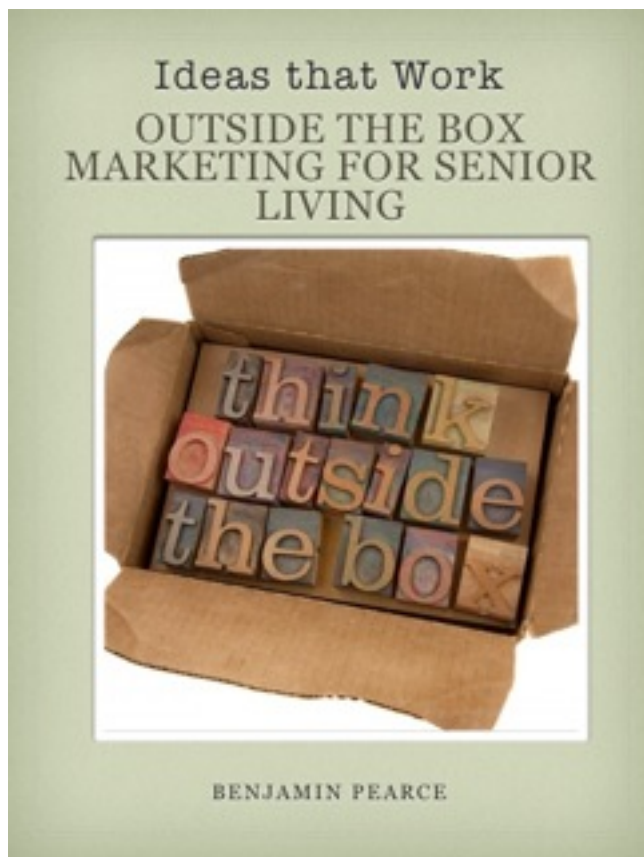
This phenomena will inevitably expose the typical assisted living provider to increased risk. It will initially be the responsibility of management to develop procedures to mediate this risk, until legislators succumb to public pressure to further regulate assisted living. Prescriptive regulation is inevitable, and management would be well advised to prepare a comprehensive risk management program as a preventative measure rather than retrospectively following a serious incident which may have been prevented.

Learn how to insulate your operations from liability. Tips and traps are explained by a 30-year veteran operations executive in senior living who has extensive experience as an expert witness in senior living and nursing home litigation cases.



[Avoiding Legal Problems in Assisted Living](#)

OUTSIDE THE BOX MARKETING FOR SENIOR LIVING



Written by 30-year veteran senior living expert and author, *Outside the Box Marketing for Senior Living* challenges everything you thought you knew about competing in today's crowded market place. Frustrated with your occupancy? Don't beat up your sales people; give them some new tools. Enclosed are proven strategies that have worked - more than enough to implement a new idea every week for over a year! These creative "Outside the Box" ideas will not only fill your building, but also position your company as a leader in the senior living field while making your competitors irrelevant.

To fill your community and keep it full takes a willingness to do things outside the walls of your building that others may not have tried. So not only do you need to think outside the box you have to be outside the box. This book takes community outreach to a whole new level. What you want is results. **RESULTS - Relationship Enhancing Skills Ultimately Lead to Sales.** Learn how to be a Super Connector and find ways to help other people who may then be inspired to help you. People often are fearful about community outreach because they don't know what to say. Not only will this book

teach you what to say, but who to say it to and provide all the templates you need to become the Go-to person for senior living in your market place.

You never get a second chance to make a first impression. All your networking, advertising, collateral and community outreach efforts are wasted if your prospects are disappointed with their tour. Advance preparation can tip the scales in your favor. Learn how to optimally prepare your facility to show its best. Learn a way to incentivize your sales people that can actually pay for your entire commission program with added value. Download a free template for conducting a mystery shop and a step-by-step guide to an effective sales process detailing pre-tour preparation to closing the sale.

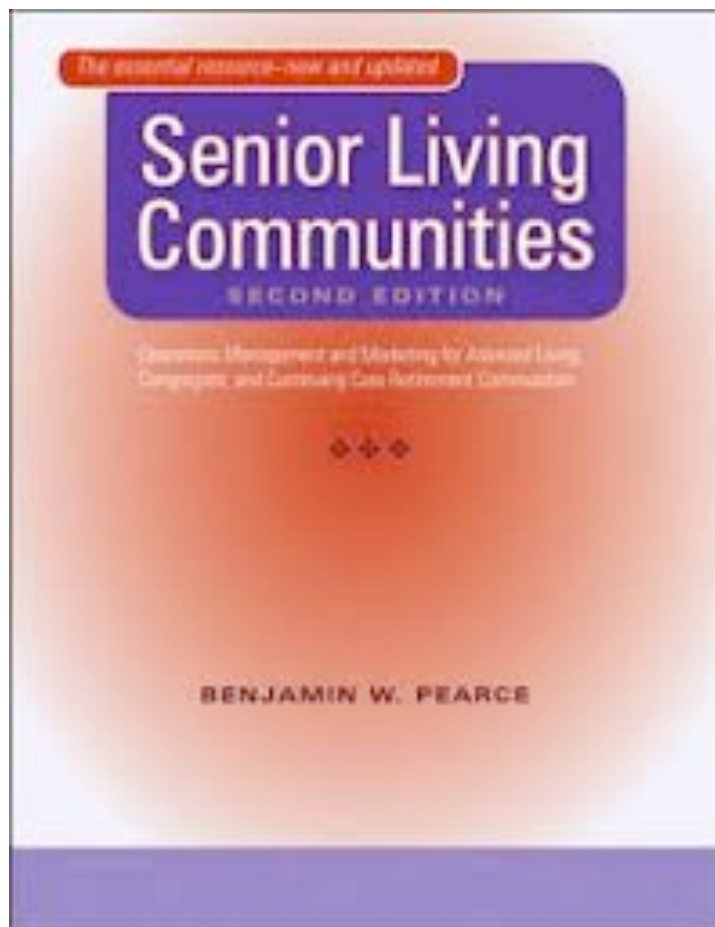
Finally, networking events connect many professionals serving the same market at one location and position the host as an expert in information exchange and business leadership. Learn all the details for conducting some very creative events that will showcase your leadership and drive new leads to your community.

Outside the Box Marketing will become the ultimate marketing strategic plan to put you way ahead of the game.



Outside the Box Marketing for Senior Living

SENIOR LIVING COMMUNITIES OPERATIONS MANAGEMENT AND MARKETING



The demand for residential communities for seniors rises as the U.S. population continues to age. This growth means that new administrators and staff members often are learning by trial and error the complicated task of delivering high-quality and consistent services to elderly persons. While many new facilities have been successful, others have been plagued by a variety of administrative and financial difficulties. *Senior Living Communities* remains the definitive guide to managing these facilities.

In this thoroughly updated and revised edition, Benjamin W. Pearce offers a wealth of sound advice and practical solutions. He discusses resident relations, operating methods, staffing ratios, department management, cost containment, sales and marketing strategies, techniques of financial analysis, budgeting, and human resources. New chapters address issues particular to dementia care and architecture, and the appendix contains a department-by-department audit of senior living operations.

From the front lines to the boardroom, this book should be a part of every decision-making process for improving and maintaining assisted living, congregate, and continuing care retirement communities.



amazon
kindle

Senior Living Communities: Operations Management and Marketing for Assisted Living, Congregate and Continuing Care Retirement Communities