



**Assisted Living Locators**  
 Your local senior living advisor™

*Too many Assisted Living options?  
Don't know where to start?*

**CALL US!**



**Dementia Care Certified®**  
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**FREE FAMILY SERVICE**

- Assisted Living Communities
- Alzheimer's & Dementia Care
- Independent Living Communities
- Personalized Touring of Communities

**CALL US!**

## The World of Senior Living Turned Upside Down



Over the past two months, the world of senior living has turned difficult and dark. We all understood that there would be illness, decline, and death in our daily work lives. The unnatural acceleration in this process, though, coupled with the extreme isolation of seniors from both their families and normal death rituals has made this normal process so much more difficult.

As a Placement Professional, here are two ways I've helped Assisted Living

Community Relations staff, Social Workers, and Discharge Planners in hospitals and SNFs in the past few weeks:

1. I can help Assisted Living and Memory Care families who you cannot. These "turnaways" sometimes need a different price, a different apartment, or a service you cannot provide. Send them to me, rather than sending them back to the internet. I can help many of them.
2. I've counseled families on Dementia or Assisted Living communities, most of whom are not ready to make any sort of decision on these choices right now. If I take an hour or two talking with them, it's time that you don't have to spend with them, even though you want to, of course.

I note with infinite respect, too, the work done by people on the front lines of care for the elderly. I am shocked and saddened by the number of healthcare professionals, like you, who have been struck by the virus. As a person involved in the senior care, saying just "Thank You" seemed very incomplete. Still, I thank you so much for your sacrifice and commitment.

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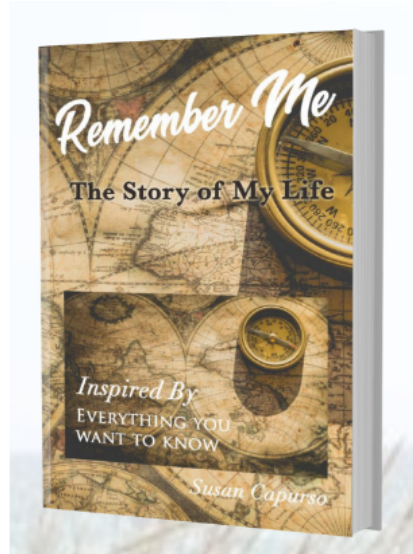
## **How to Stay Financially Healthy During a Pandemic**

I am very excited to invite you to an inter-active virtual session, **"How to Stay Financially Healthy during a Pandemic"** on **May 5th from 1:30-2:30pm**. The presenter is an award winning debt resolution attorney and author of Life & Debt, Leslie H. Tayne, Esq.

Registration is required and space is limited. Please RSVP using the information on the link below.

[Click to RSVP](#)

## Capturing Fleeting Memories



Like most people, I did not know my grandparents well. I'm not even sure I knew my parent's life story all that well. They were concerned about me, and as a child I was also concerned about me. Now they are all gone, and the opportunity to savor the details of all those lives is gone too.

My friend Susan Capurso, Long Island's Legacy Doula, has come up with a way for parents and grandparents to easily tell their story. "Remember Me - The Story of My Life" is a valuable tool that is keeping seniors busy and proactive. This is a simple workbook, enabling them to offer the story of their life to the next generations. It includes simple prompts at the top of the lined pages, drawing out memories and experiences of their lives. Imagine fifty years from now reading about what your grandmother was feeling on her wedding day, or what your father was thinking about the day you were born. Irreplaceable memories, and right now everyone has time to record them.

People are literally isolated in Assisted Living or other communities, or in deep isolation at home. **BUY THEM THIS WORKBOOK!** This is a project for them that is life changing for both the resident and their families for generations to come.

You can order this valuable tool by clicking the link below or call Susan at 631-

## A Domestic Supply of PPE and Disinfection Products



We are beginning to talk about re-opening parts of society. Good. For the various components of the Elder Living world, though, this reopening will come much later. As communities work to get through this period, we are also going to see a heightened focus on PPE and disinfection.

Friends of mine at a company called CCR have developed a range of customized PPE and disinfection products. I know them to be highly reliable, and they represent a 'virgin' or unstressed part of the elder facility supply chain.

As we have all learned, the name of the game in supply chains is diversification. In addition, and this is very important, they produce all their products domestically, mostly in Ohio. We've learned not to rely on place all our faith in foreign manufacturers, too. This gives your facility a new, unstressed and domestic alternative to PPE and disinfection.

[Click to learn more](#)