

For immediate release: January 15, 2010
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**TRAILBLAZING NEW APPROACH TO ALLOW ELDERS TO AGE-IN-PLACE:
LIVING WELL LAUNCHES ITS FIRST COMMUNITIES IN SAN FRANCISCO AND MARIN
COUNTIES AND BRINGS ELDERCARE INTO THE XXI CENTURY**

(San Francisco, CA) Two recognized leaders and innovators in geriatric care, Dr. Tessa ten Tusscher and Dr. Doris Bersing, announced today that they are launching the first Living Well Assisted Living at Home communities to serve elders residing in south Marin County and San Francisco. While holding senior-level positions with major service providers for elders, Bersing and ten Tusscher came to the same realization: Most elders are not happy with their current care options.

“It was all too common to hear residents of senior facilities say things like, ‘I don’t belong here,’ or ‘I never thought I’d end up here,’” Bersing says. “No matter how beautiful the facility, how fantastic the program, how extensive the services, or how nice the people, the residents never feel at home.”

Ten Tusscher points out that lumping elders into three or four levels of care and treating everyone in each group the same way demeans and depersonalizes them. “Each of us becomes more individualized every day,” she says. “The longer we live, the more differentiated we are from each other. People who are 60 have very different needs and interests from those who are 90 or 100.”

Determined to find a smart solution, Bersing and ten Tusscher began meeting to explore what they could do about eldercare. They discussed their shared conviction that confinement in facilities fails to deliver what elders want, and fragmented home care requires endless hassles and hours of coordination by family members. They agreed it was time to provide elders and their family members, especially the primary caregivers, with a choice.

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Now they've come up with Living Well Assisted Living at Home, an overarching, one-stop service delivery system—and a refreshing alternative to assisted living. Living Well emphasizes wellness, avoids confinement, individualizes services, and provides opportunities for elders to learn, socialize, and find continued meaning in their lives. Their motto: A chance for the elder to age in place and peace of mind for family members. Living Well protects its members' primary assets, preserves their lifestyles, and can eventually save them money.

Living Well provides superior caregiving to elders by creating an individualized assessment-and-care program, combined with a personalized blend of hospitality and gerontology. Leading-edge technology is employed to ensure members' safety and security.

Members also have access to concierge services and opportunities for active social lives through a network of resources. Physicians make house calls and deal with emergencies. Medical experts advocate for members with their primary-care physicians and ensure they are treated with respect if hospitalized. And highly trained home-care workers provide caring, compassionate, five-star services to Living Well members.

The Future of Aging is at Home. Over the last 50 years, it has become increasingly common for elders to spend their last days in nursing homes, surrounded by strangers. Remaining at home will become an option for more and more elders as Living Well pursues its mission of "offering a luxury lifestyle that enables elders to live safely in their own homes and provides peace of mind for their families and friends." By focusing on what elders and their families want, Living Well is providing a much-needed model of 21st century eldercare.

For further information about Living Well Assisted Living at Home, please visit www.livingwellalah.com or call 1-800-805-7104