Please Join Us for a Conference Call Regarding:

Using the Holiday Season to Assess the Needs of Aging Seniors

WHAT:
Because the holidays are a time for families to gather together and reconnect, it’s also a perfect time for family members to evaluate the health and well being of elderly relatives. To help reporters cover this particular holiday story angle, the National PACE Association is hosting a conference call to highlight warning signs that suggest an aging loved one might benefit from more substantive and comprehensive elder care. An expert from a federally approved Program of All-inclusive Care for the Elderly (PACE) will offer insight into the kinds of behavioral and physical changes that could indicate the need for a professional geriatric assessment. The call also will provide reporters with information about the PACE model of care and its success in keeping frail elderly people in their own homes and out of institutions.

WHEN:
December 16, 2009 at 1:30 PM EST/10:30 AM PST

WHO:
Shawn Bloom, President and CEO of the National PACE Association
Cheryl Phillips, M.D., Chief Medical Officer of On Lok Lifeways and President of the American Geriatrics Society

WHERE:
Please use the following dial-in information for the teleconference call: **(1-877) 343-1913** (participant ID: **46323592**). The call will be moderated by an operator to allow for questions.

WHY:
During the holidays it’s not unusual for family members to notice that an elderly loved one has changed dramatically in the time since a previous visit. Yet, families and friends may not know if the changes are part of the natural aging process or something more. More important, they may not know how these changes are impacting a senior’s ability to live independently. This call will offer valuable information that reporters can use in educating families on how to determine if an elderly relative needs a professional geriatric assessment.

We are seeking to engage members of the media who focus on health and wellness, retirement, medicine, aging, long term care, caregiving, and similar issues.

CONTACT: Please RSVP at RSVP@Stantoncomm.com or call Lauren Smith: (202) 223-4933

###