

THE LONG TERM CARE DISCUSSION GROUP

A VOLUNTARY INDEPENDENT GROUP THAT MEETS SOLELY FOR THE PURPOSE
OF EDUCATING THE POLICY COMMUNITY ON ALL FACETS OF LONG TERM CARE

Tuesday, May 24, 2011
2 p.m. Eastern Time

AMERICAN BENEFITS COUNCIL
1501 M Street, NW
Washington, DC
Conference Center on the Lower S Level

MyWay MyLife
Promoting an Enriched and Meaningful Way of Living
For Older Persons

Speakers:

Claudia S. Blumenstock, President & CEO, Copernicus, Inc.
Renee Pruzansky, COO, AristaCare Health Services

As the population ages, demands are clearly being expressed for new and innovative choices related to aging care and services. Unique and progressive options are emerging in senior and neighborhood communities. Five organizations have come together to assist communities in the creation and enhancement of life-enriched environments for the aging population and their caregivers, working hand-in-hand to reposition the view and model of "service" for older adults.

Learn more about these concepts, including:

MyWay MyLife

- Facilitating an individualized way of life within existing senior communities or home-based cultures,
- Supporting purpose, meaning, and a sense of belonging through familiar experiences, consistent with one's previous life,
- Creating opportunities to share common interests in any senior or neighborhood environment,
- Assuring that caregivers have their own unique experiences which have meaning for them and those for whom they care, and
- Guiding communities to redefine the perception of "care" utilizing a process that fosters an individualized and meaningful way of life.

Claudia Blumenstock, President & CEO of Copernicus, Inc., has a BA degree from the University at Albany and is a New York State Licensed Nursing Home Administrator. She specializes in assisting long term care, senior housing, and community-based organizations in creating and enhancing life-enrichment initiatives. Ms. Blumenstock has over 25 years of experience working in the senior marketplace, strategizing and implementing an array of enhanced, resident-focused, lifestyle options. Ms. Blumenstock is also the architect of “College Connections;” a collaborative product which links colleges and universities to active adult, senior housing and long term care organizations. Prior to establishing Copernicus, Inc., Ms. Blumenstock was Vice President of Business Development for Living Communities, LLC, an active adult and senior housing development company, specializing in niche market products.

Renee Pruzansky, Chief Operating Officer of AristaCare Health Services, has a BA degree from the New York Institute of Technology and a Master’s degree from Columbia University. Ms. Pruzansky oversees company operations, clinical programs, marketing, and public relations. She runs a number of sub-acute, long-term and specialized rehabilitation care facilities. She takes a unique approach to creating, developing, and implementing niche health care programs. Ms. Pruzansky has over 15 years of experience in operations, marketing, sales, and public relations in the health care marketplace. Previous to her position at AristaCare, she worked at Nextron, a commercial pharmacy, as Director of Marketing and New Business Development.

Please RSVP to Joyce Tower at JTower@univitahealth.com

Long Term Care Discussion Group Co-Chairs:
Winthrop Cashdollar, John Cutler, Karl Polzer, Jill Randolph, and Eileen J. Tell

For more information about the Long Term Care Discussion Group, and to access materials and information relating to previous meetings, please visit www.ltcdiscussiongroup.org