

ASSISTED LIVING Executive

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12 Empowered and Able

Employees armed with the skills and authority they need to do their jobs are good for business—and they make life easier for the c-suite.

16 Sex in Senior Living

New research reveals the importance of sexual health and wellness as part of residents' overall care.

20 Customer-Centric Care

Making residents No. 1 gives managers and employees a clear view of corporate goals and culture.

23 Surfing for Sales

Search engine optimization strategies get provider Web sites to the top of Google and Yahoo! searches.

26 Out-of-Site Quality

Strategic site visits by corporate staff, families, and third parties help providers break free from the standard and provide valuable feedback for improving resident services.

30 Tailored Technology

More than ever, providers have access to senior living-specific software for tracking daily operations.



Dining products:

Fresh From The Kitchen meals are not just for seniors living at home, they are also well-suited for assisted living residents, who can order fresh (not frozen) wholesome home-cooked meals and have them delivered via express shipping. Selections include favorite "comfort foods," made with local ingredients and prepared at the company's Shenandoah Valley, Pennsylvania, USDA-inspected facility. For more information, contact Connie Harbby at 540/901-091 or connie@freshfromthekitchen.net, or visit www.freshfromthekitchen.net.

Fall management: AliMed has introduced a multi-function digital alarm clock that includes a fall alarm feature that connects to a bed sensor pad. This discreet alarm functions on batteries to avoid trip hazards, can be used with any AliMed sensor pad or the Universal Alarm Strap (#70089), and connects to hard-wired

nurse call systems. For more information and a catalog of AliMed's comprehensive line of fall management devices, call 800/225-2610 or visit www.AliMed.com.

Operations technology:

Based in Duluth, Minnesota, **PALs Software** has announced a new partnership with **GolWx**, which will allow the software provider to offer its clients access to the GolWx Hosting Environment. This enhancement will allow PALs Software to better support customers who use its operational software. The hosted service enables real-time changes to the user environment and lets the provider update software at any time without user interruption or involvement. Additionally, users can access performance data for any number of geographically diverse communities from one central location, as well as share data among locations and eliminate redundant data entry. GolWx also features security measures that meets health-care industry standards. For more information, call 877/724-7257 or visit www.PALsSoftware.com.

Yardi Systems, based in Goleta, California, has released **Voyager Senior Housing**, a care module for its software for senior housing management. Originally designed

as an integrated system for residential real estate management, **Voyager Residential** has been modified to accommodate the specific needs of the senior housing investment and property management markets. Over the past few years, developers at Yardi have worked closely with leading companies such as **Benchmark Assisted Living**, **Senior Resource Group**, and **Sunrise Senior Living** to develop a comprehensive program to support all aspects of senior housing management. CEOs, CFOs, investors, care professionals, and administrators can now access integrated accounting, billing, marketing, and care information via the Internet, providing them with a high level of corporate transparency. For more information, call 800/866-1144 or visit www.yardi.com/seniorhousing.

Telehealth monitoring: 4HomeMedia (4HM) has introduced a broadband monthly service that allows caregivers at remote locations to monitor seniors living at home or in an assisted living community. The technology features **ControlPoint** software running in a Home HealthPoint gateway with various sensors in the residence and a multi-party portal user interface. Family members and caregivers can log into a personalized Web page and get historical trend data, real-time status updates, and proactive alerts about the health and well-being of the monitored person. For more information, call 408/469-4229 or visit www.4HomeMedia.com.

Environmental monitoring: Dickson Company has introduced the **Dickson Wireless**



Wizard, a wireless data logger for monitoring resident care and material storage area temperature and/or humidity. Now available in a 30-day no-obligation trial offer, **Dickson's Wireless Wizard** lets data loggers monitor residents in real time from a desktop PC or other computer workstation. Features include up to nine days of data backup storage, streamlined setup and network monitoring with **Wizard Signal Sensor**, a graphical display of real-time temperature and humidity data, and more. For more information, call 800/757-3747 or visit www.dicksondata.com/product/model_WH120.php.

Vision assistance: **Vuzix** has launched a new division called **Eyetonomy**. The division's flagship product is the **SightMate LV920**, a portable lightweight video magnifier that optimizes residual peripheral vision for people with such disorders as macular degeneration, retinitis pigmentosa, or diabetic retinopathy. Clinical trials show that with the device, people with a range of 20/70 to 20/200 acuity in their best eye have been able to increase their reading and distance acuity to the range of 20/20 to 20/40. **SightMate** combines many attributes of other devices for low-vision people, such as desktop closed-circuit televisions for reading documents and handheld magnifiers for reading labels, all in one device. For more information, call 585/359-5900 or visit www.vuzix.com. □

