

Spring 2010  
Charting a course towards  
wellness



## Out into your community

Seniors not coming to you? Take your services to the senior. This strategy works with cabbages and corn at farmers' markets and politicians of all stripes at election time. So why not for retirement residence operators that want to win trust in their own communities?

Look at the economic situation to day. A retirement home operating at full occupancy may be a home operator's dream. However, with an uncertain economy, seniors' worries may prevent them from moving into a retirement residence. "If I sell my home, will it be enough? Will I be able to afford a retirement residence?"

That worry combines with another. The emphasis placed on keeping our seniors healthy is paying off. Now seniors wonder: "What if I outlive my money?" And sadly, some strapped for cash seniors have found themselves forced to leave a residence and move in with their children. Other barriers are self-imposed, fear arising from the unknown.

Some retirement homes are considering other revenue streams that also meet these concerns. They've started offering health and food services to seniors in their local communities.

Independent Care Canada Inc. recently introduced its Virtual Care trademarked service – smart technology for use by retirement residences and long-term care homes. Virtual Care brings the added dimension of safety and security to broaden the spectrum of services a residence can offer to the community.

"We have taken in-home care services technology to the next level," says Jill Wein, Director, Business Development at Independent Care Canada. "We no longer have to worry that a stricken senior may be unable to push a call button. These are elderly people who become easily disoriented or may have had a fall knocking them unconscious. Our system doesn't rely on the user to send an alert.

"We are also working on fall down technology with automatic alerting capability that is far more accurate and outperforms anything currently available."

By  
Suzanne Schofield

When a retirement home reaches out into the community it extends its profile and builds trust. And when a senior is ready to move into a retirement home that senior will gravitate to the brand they've come to trust.



Suzanne Schofield is Marketing and Communications Director at Independent Care Canada Inc. (ICC). ICC provides non-invasive monitoring and tracking integration services for retirement residences.

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name \*required\*

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