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THE SENIOR'S CHOICE ANNOUNCES RELEASE OF SAFESENIOR
*Dynamic Monitoring Service Offers Alternative Solution for Seniors in Need;
Effective Tool for Growth, Branding and Differentiation of In-Home Care Companies*

DANA POINT, CA, February 13, 2009 – The Senior's Choice is proud to announce the release of **SafeSenior**, a new product that uses automated telephone and web-based technologies to place Well-Being Calls and Medication Reminder Calls to seniors at specifically determined days and times.

The calls provide a cost-effective means of providing care and supervision for a senior when your caregiver isn't there, increasing the client's safety and independence, as well as bringing peace of mind to their loved ones. The senior can receive SafeSenior calls up to three times a day, and in the case of Medication Reminder Calls, up to six medications can be selected for each call, with different medications for each of the calls.

“In developing SafeSenior we wanted to provide our members with a tool that could help them increase the number of seniors they could care for, as well as provide a solution for those that are in need of help but who are initially resistant to accepting help in their home,” explains Steve Everhart, founder and president of The Senior's Choice, the nation's largest membership network of independent senior care providers. “With our new SafeSenior product, our member companies are able to further serve the two greatest desires that seniors, families and health professionals have: that someone is checking in on the senior regularly and their medications are being taken properly. And that's a good step toward keeping them safe and independent for as long as possible.”

In offering its SafeSenior product, The Senior's Choice is affording its members the ability to boast a unique range of flexibility in meeting each senior's care needs and budgetary limitations. Many members are finding that the SafeSenior system is able to be used as a powerful loss leader tool, a robust branding tool, and as a product for effectively differentiating themselves from their competitors. The SafeSenior system has the dynamic ability to create sustained, long-term growth for in-home care companies while also building extraordinary goodwill throughout their communities.

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Furthermore, with the new SafeSenior system, The Senior's Choice is leveraging existing technologies in innovative ways to help its members meet their revenue goals whilst simultaneously meeting the need for ongoing monitoring of their clients who wish to remain independent at home, all the while providing reassurance and peace of mind to their loved ones.

As Everhart puts it, "Plenty of seniors readily admit that it is all too easy for them to forget to take their medicines." Of equal concern is the problem of them accidentally over-medicating when they don't remember if they took their medications, and then inadvertently take them again. "With our new SafeSenior system," explains Everhart, "we simplify the medication process and eliminate the danger of people over-medicating."

SafeSenior also provides an added layer of supervision and reassurance for Sandwich Generation families – those who are juggling the responsibilities of caring for their children as well as their aging parents. With the demands of working and raising a family, they are sometimes unable to check on their parents as often as they'd like or as much as is needed. "For these people, the SafeSenior system may be the answer," says Everhart.

The coordinated technologies behind SafeSenior took more than a year to develop, followed by many months of testing to ensure reliability. Its new SafeSenior product strengthens the reputation of The Senior's Choice as a leader in providing innovative services, resources and education to its growing network of independently operated private duty companies, which helps them further their business objectives and extends their ability to serve a greater number of seniors within their communities.

More information on the SafeSenior system provided by The Senior's Choice can be obtained by emailing Matt Olin at matt@theseniorschoice.com.

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