



**NANCY SCHIER ANZELMO**  
*is a widely known, highly regarded gerontologist and Alzheimer's/dementia care specialist, consultant, speaker and trainer.*

*As principal and founder of Alzheimer's Care Associates LLC, she strives to enable her clients to achieve excellence in dementia care. Whether the environment is assisted living, adult day programs, skilled nursing or home care. Nancy is dedicated to promoting "person-centered" care that offers those with dementia opportunities to grow socially and spiritually and to enjoy enriched and satisfying lives.*

*Nancy's career spans nearly 20 years and includes hands-on understanding of senior care marketing, operations, budgeting, program development, planning and evaluation gained as staff in a variety of long-term care setting. She is a faculty member in the Gerontology Department of California State University Sacramento.*

*Nancy holds a Masters Degree in Gerontology and has achieved national recognition and awards as a speaker, teacher and innovator in the field of Alzheimer's/ dementia care programming. Currently she is a board member of the California Assisted Living Association and a member of the American Society on Aging, the Assisted Living Federation of America and the Gerontological Society of America.*

*Depending on clients' needs and the nature of the project, ACA will organize and coordinate a team of talented associates whose background and expertise covers the full range of operation and support for senior housing and long-term care.*

# ACA

## ACA PHILOSOPHY

A dementia-specific program must meet the special needs of those it serves. Additionally, the program must take into considerations the concerns of staff, clients and their family members. ACA believes in the "partnership model of care" where every program element includes benefits for each of the "partners" in the caregiving experience.

A special program should include the following key components:

- Specialized Environment
- Dementia Care-Capable Staff
- Appropriate Clients or Residents
- Client-/Resident-Centered Care
- Staff and Family Involvement and Resources
- Community Involvement
- Continuous Quality Monitoring and Assurance

The "perfect model of care" is unfolding. Every new dementia care program or service is an opportunity for education, enlightenment and improvement. The challenge is to translate a resident-/client-centered philosophy into action. ACA can provide the experience and expertise to meet the particular needs of clients



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# Alzheimer's Care Associates LLC



**Comprehensive Consulting for  
 Excellence in  
 Dementia Care**

*Offering the expertise you need  
 to provide the quality of care you  
 would want for a loved one.*

**(916) 708-4904**

*In the past 15 years, new approaches to dementia care treatment have made it possible for those with a dementia diagnosis to remain in their own homes longer. Consumers have become much more sophisticated and, therefore, more selective and have more options about the quality of dementia care they want for their loved ones. At the same time, for providers quality dementia care programs remain highly desired and profitable, generating median total revenue per occupied unit or bed of nearly \$50,000 annually in residential assisted living settings.\**

*Alzheimer's Care Associates LLC (ACA) is ready to assist those who are interested in starting or improving their dementia care services. Since 1996, ACA has helped clients throughout the nation with every aspect of development and operation – from site selection, to first client, to fill up and beyond. ACA works as part of your team to ensure excellence from day one.*

\* "The State of Seniors Housing 2006," compiled from 2005 data by the American Seniors Housing Association, the National Investment Center for the Seniors Housing & Care Industry, Price Waterhouse Coopers LLP and the American Association of Homes and Services for the Aging; released September 2006

# Who

## WHO WE SERVE

- Architects and Designers
- Existing and Start-Up Providers
- Proprietary Companies and Nonprofits, including Faith-Based Organizations
- Investors and Developers
- Individual Private Facility Owners
- Family Owned and Operated Facilities
- Public Housing Authorities and other Government Agencies
- Multi-Facility Companies and National Corporate Entities
- Senior Living, Dementia Care and Home Health Providers

# What

## WHAT WE OFFER

### Development Services

- Market Research for Project Feasibility, based on a thorough understanding of proforma market and operating assumptions
- External/Internal Market Data Collection and Analysis
- Competition Analysis
- Consumer Focus Groups
- Site Selection
- Design Review
- Interiors and Space Utilization Review
- Preparation of Development Budget
- Profitability Projections
- Assistance with Launch
- Marketing Planning, Strategies and Budgeting

### Program Design

- Philosophy Integration
- Quality Assurance and Success Indicators
- Definitions of Program and Services
- Placement Issues
- Care Planning
- Staffing/Training to State Standards
- Support Services

# Benefits

## BENEFITS OF USING ACA

- Save Time and Money
- Access Extensive and State-of-the-Art Expertise So Program and Services Are Cutting Edge
- Avoid Costly Error of False Starts
- Provide an Objective Point of View
- Eliminate Managers' Feelings of Being Overwhelmed
- Free Management to Do More of What They Do Best
- Respond to Available Opportunities in the Marketplace

### Operations Consulting

- Business Organization
- Business Planning
- Management Systems
- Budgeting
- Best Practices
- Staff Recruitment, Selection, Training, Utilization and Retention
- One-to-One Staff Mentoring
- Training Manuals
- Facility Usage and Needs
- Development of Policies, Handbooks, Procedures and Documentation Systems

### Performance Improvement

- Comprehensive, Review (Audit)
- Analysis and Identification of Areas for Performance Improvement
- Preparation and Implementation Strategies to Strengthen Occupancy, Leadership, Marketing, Resident Care and Financial Performance

### Tools and Resources

- Handouts
- Articles
- Development of Family Support Programs
- Consumer Education and Awareness Programs
- Voluntary Disclosure Programs
- Checklists
- Educational Material