

Nancy Schier Anzelmo

Alzheimer's Care Associates LLC

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SUMMARY

A performance-driven gerontologist, with a strong background in marketing and business development, and a professional consultant in the senior housing and long-term care industry.

Accomplishments include:

- Possess over 20 years experience in gerontology, senior housing, and long-term care with a specialty in Alzheimer's and other related dementia
- Develop national public relations strategy and product exposure for unique Alzheimer's care programs
- Design and implement successful referral development systems and community relations training program
- Complete program design and development, strategic planning, staff training, writing policy and procedures and training manuals
- Sought as a recognized speaker at national industry conferences
- Maintained 95% occupancy rates during employment in assisted living

PROFESSIONAL EXPERIENCE

Alzheimer's Care Associates LLC, Rocklin, California

Principal

November, 1996 - Present

Provide consultation services to developers, operators, architects and designers on various senior housing projects throughout the United States, including the Alzheimer's Association, and assisted living providers with dementia care, residential care, adult day program and skilled nursing facilities.

Consultant services include:

- Dementia care program design and implementation of state-of-the-art, resident-centered care programs
- Market research and demographic analysis for new and existing senior housing projects
- Assisted living and dementia care training programs for corporate executives, managers, staff, and family caregivers
- Development of policy and procedures, curriculum, design and implementation of dementia-capable care
- Review of architectural and interior design
- Strategic planning for operations, marketing, and dementia-specific programs including system development, audits, and personnel training seminars
- Overall dementia-specific program development including staffing, operational budgets and revenue models

California State University, Sacramento, California

Lecturer-Professor

August, 1999 – Present

Faculty, Gerontology Department

- Elder Care Continuum Services & Strategies GERO 101
- Applied Care Management in Gerontological Practice GERO 103
- Gerontology Graduate Certificate Program

Alzheimer's Association of California

Program Forum Group Consultant

July, 2002 - Present

- Coordinates California Program Forum Workgroups
- Inventories existing Alzheimer's Association Training programs throughout the State of California
- Evaluates statewide training programs, needs assessment and special statewide programs

California Assisted Living Association (CALA), Sacramento, California

Director of Education and Development

January 1998 – March 2001

- Instituted statewide education programs for assisted living providers in California
- Developed an industry mentor and internship program
- Assisted with statewide educational strategic planning and public awareness of the industry
- Built alliances with associated industry partners
- Secured public policy alliances

Glenner Alzheimer's Family Center & Training Academy, San Diego, California

Director of Development and Marketing

October, 1996 – December 1997

- Developed new business opportunities
- Conducted strategic planning and product development
- Trained staff in marketing; designed management information system
- Pursued fundraising and grant writing

Health Care Group, San Diego, California

Director of Marketing and Community Relations

July, 1989 – September 1996

Managed corporate marketing and community relations for 15 properties in five states, including:

- hiring, firing, and training of on-site personnel
- maintaining and exceeding all census goals (95%)
- soliciting and negotiating managed care contracts with various health care providers
- designing and carrying out national marketing strategy for the unique Alzheimer's care program model initiated in California
- establishing and implementing company-wide referral development system
- securing company alliances with university professional, hospitals, and physicians
- initiating quality assurance and outcome measurement goals
- providing market research reports for new development projects throughout the U.S.
- developing a geriatric rehabilitation marketing program

Sign of the Dove, Chatsworth, California

RCFE Administrator, Marketing and Sales Director

September, 1987 – June, 1989

- Held administrative responsibility for all aspects of individual facility management utilizing knowledge of state regulations, budget guidelines, marketing, personnel, and building operations
- Acted as traveling administrator providing crisis management to individual underperforming properties

EDUCATION

San Diego State University, San Diego, California
Appalachian State University, Boone, North Carolina

MS, Gerontology, 1994
BS, Sociology, 1986

PROFESSIONAL ASSOCIATIONS

Alzheimer's Association

- **San Diego Chapter:** 1992 Leadership Award, Past Chair Education, Speaker's Bureau Member, Support Group Leader
- **Greater Northern California Region-Sacramento Chapter:** Former Education Committee Chair, Support Group Leader

California Department of Social Services, CCL Annual Gerontology Academy Trainer
Certification Advisory Board, Past Member

California Department of Health, Nursing Home Administrators Program, Advisory Board, Past Member

California State University, Sacramento, Advisory Board, Member

The National Consumer Consortium for Advancing Person-Centered Living, Washington, DC, Member

American Society of Aging, Member

Assisted Living Federation of America, Member

California Assisted Living Association, Board Member

Gerontological Society of America, Member

Sigma Phi Omega National Gerontology Honor & Professional Society, Sacramento Chapter, Member

UC Davis, Center for Aging and Health Advisory Board, Past Member

Community Care for Adults, Former Board Member

North County Council on Aging, 1995 Dr. Lutz Award, Past Board Member

San Diego Continuity of Care Association, Past President

SELECTED CONFERENCE PRESENTATIONS

Alzheimer's Association of Northern California & Northern Nevada – Annual Education Conference

American Society on Aging – Annual Meetings

Assisted Living Federation of America – Annual Meetings

California Assisted Living Facilities Association – Bi-Annual Conferences

California Department of Aging HICAP – Bi-Annual Meeting

Community Care Options – Annual Conference

Los Angeles Alzheimer's Association – Conference

National Alzheimer's Association – Annual Education Conferences

National Association of Senior Living Industry Executives – Conference

Northwest Assisted Living Facilities Association – Conferences

Sacramento Alzheimer's Association Chapter – Annual Education Conference

San Diego Alzheimer's Association – Conferences

San Diego State University Center on Aging – Workshops

Texas Assisted Living Facilities Association – Conferences