



For Immediate Release

**ALZHEIMER'S CARE AS IMPORTANT AS A CURE SAYS
ASSISTED LIVING FEDERATION OF AMERICA**

-- Assisted Living Providers' Association Testifies at U.S. Senate Special Committee on Aging Forum Focused on Assisting Seniors With Memory Loss and Their Families Now --

ALEXANDRIA, Va. – December 8, 2010 – The Assisted Living Federation of America (ALFA) today participated in a U.S. Senate Special Committee on Aging forum titled, *“Until There’s a Cure: How to Help Alzheimer’s Patients Now.”* Loren Shook, president and CEO of Silverado Senior Living and Vice Chair of ALFA, discussed advances and outcomes in Alzheimer’s care and services.

“Providing care for our aging population, especially for those with memory impairing diseases is more than just meeting their medical needs. It’s about providing for their psycho-social needs as well,” said Loren Shook, president and CEO of Silverado Senior Living and Vice Chair of ALFA. “It includes providing and supporting a quality of life that brings life-affirming meaning and fulfillment to them daily.”

Shook outlined the critical elements of assisted living and why professionally managed assisted living communities are an appropriate residential option for seniors living with Alzheimer’s disease and those simply needing support with activities of daily living: a philosophy of care focused on choice dignity and daily purpose; caring, compassionate and informed staff; a strong caring culture; home-like setting; age appropriate and meaningful activities; comprehensive individualized service plan; and wellness and clinical services focused on championing quality of life.

In addition to Shook, ALFA President and CEO Richard Grimes submitted testimony outlining the critical timing of the forum due to the growing numbers of seniors diagnosed with Alzheimer’s disease.

“ALFA supports the person’s decision on how and where to live and receive services,” said Grimes. “Home and community based settings such as assisted living are a preferred choice for consumers and a cost effective choice as well. The cost of assisted living is about half as much as skilled nursing home care.”

Grimes went on to support two pieces of legislation designed to assist policymakers who are exploring ways to better serve seniors living with Alzheimer’s disease and their families. These include The National Silver Alert Act (S.557). Based on the Amber Alert system, this legislation would create a national notification system for identification and location of seniors who live with Alzheimer’s disease and are prone to wandering away from their homes. Additionally, recently filed bi-partisan legislation by Senators Evan Bayh (D-IN) and Susan Collins (R-ME) would create the country’s first national office responsible for leading government efforts to treat and prevent Alzheimer’s disease.

“Caring for seniors with memory loss and supporting their families are as important as finding a cure,” said Grimes. “The attention Congress is providing to this issue today needs to continue. The assisted living industry stands ready to invest more into consumer-driven, resident-centered services and support options. But, it is important state regulators and federal policymakers do not take us back in time. Antiquated one-size-fits-all

institutional models are not a solution. Only a resident centered long term care model that spurs more choice and champions quality of life will effectively meet the needs of the aging population.”

ALFA has set-up a Web page to share information about its participation in today’s U.S. Senate forum. Please visit www.alfa.org/hearings for complete details.

About The Assisted Living Federation of America

The Assisted Living Federation of America (ALFA) is the largest national association exclusively dedicated to professionally managed assisted living communities and the seniors and families they serve. For 20 years, ALFA has worked to educate policymakers and consumers by advocating for informed choice, quality care, and accessibility for all Americans. ALFA’s member-driven programs promote business and operational excellence through education, research, publications, professional networking and online tools designed to foster collaboration and innovation in the field of senior living. Visit ALFA’s Web site at www.alfa.org.

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