

Age Safe® Live Well.



# Preferred Partner Program

## HCAOA 2020 Overview

"The **Senior Home Safety Specialist™** designation is a valuable differentiator, proven revenue generator, and a doorway to the \$7 Trillion Longevity Economy."

- Steven Bailey, *Founder/Managing Director*



**Age Safe® America** is a national membership, training and advocacy organization. Since 2015 the company has been directed by nationally recognized experts in fall prevention, senior home safety, aging-in-place, universal design, home modifications, environmental assessment, and marketing to seniors and aging boomers. We provide training, consulting, certifications, product reviews, tools, resources and support to businesses and organizations providing products and services to seniors and their adult children.

**Age Safe® America** is committed to the importance of home safety and accessibility to help older adults improve their odds for having an independent and productive life. Age Safe America offers the **Senior Home Safety Specialist™** designation to all individuals currently serving seniors, which includes education for home safety, fall prevention, fire safety, home modifications and crime prevention. The goal of Age Safe America is to help older adults and their families enjoy the comfort, freedom and independence to *"age safe at home."*

**Age Safe® America** members are independent Advisors, Occupational Therapists, Physical Therapists, Care Managers, Remodelers, Builders, Architects, Designers, Home Care Providers, Accessibility Experts, Realtors, Senior Living Advisors and Healthcare Professionals all dedicated to helping seniors and their families determine the steps necessary to maximize both safety and independence. Members provide a myriad of valuable services to older adults, family caregivers, aging boomers and homeowners including education, comprehensive home safety assessments, product recommendations and installations. Members proudly display our patriotic emblem to validate their commitment to assisting Americans of all ages and abilities to **Age Safe® Live Well.**

## Our National Partners:



**Home Care**  
Association of America



**VA**



U.S. Department  
of Veterans Affairs



## Attention: Senior Services Provider

Every 11 seconds an older adult is treated in the emergency room for a fall; and every 19 minutes, an older adult dies from a fall. Falls account for 25% of all hospital admissions and 40% of nursing home admissions. Accidental falls among the elderly have become epidemic in America and many people in the public health community view **senior home safety** as a significant health concern. By the year 2030, the CDC estimates the cost related to these kinds of injuries to be nearly \$100 Billion annually.

In an effort to help reduce and prevent falls and their associated costs, Age Safe® America created the **Senior Home Safety Specialist™** designation.

Since 2015 **Age Safe® America** has trained professionals throughout North America, Europe and the Middle East. We have positioned ourselves as a training and consulting leader in the Aging in Place marketplace with our **Senior Home Safety Specialist™** certification. We have trained OT's, PT's, MD's, RN's, Care Managers, Social Workers, First Responders, Home Access Professionals, Home Care Agencies, Contractors, Remodelers, Home Inspectors, Handyman Services, Entrepreneurs, Executives, Realtors, Assisted Living Communities, Non-Profit and Fortune 100 Companies. Our Vision is to affect the safety, security and longevity of the world's aging population. **Age Safe® Live Well.**

Show clients and prospective clients that your team is committed to **Senior Safety**, and gain a powerful differentiator in the marketplace!





The **Senior Home Safety Specialist™** course empowers professionals with actionable ways to better help educate clients, older adults and their family members on the serious issues of home safety, fall prevention, financial exploitation and personal safety. This comprehensive 5-hour self-paced audio/video course offers the only designation of its kind to individuals within the senior services industry.

This important training consists of a 17-module self-study educational program with a short quiz after each section. Upon successfully completing the entire course, you will receive an attractive Certificate along with a digital copy of the designation emblem to use in your own marketing, social media and public relations efforts.

## Training • Certification • Differentiation

### What is Covered in This Online Course:

- Fall Prevention Myths and Solutions
- Fire Safety Precautions and Solutions
- Aging-in Place Home Modifications
- Mobility and Accessibility Issues
- Home and Senior Safety Technologies
- Considerations for Alzheimer's/Dementia
- Crime Prevention and Personal Safety
- Senior Exploitation, Identity Theft & Scams
- Communication with Older Adults and Family
- Performing a Complete Home Safety Assessment



Special Group Pricing  
**PLUS**  
Registry Membership

# PROFESSIONAL REGISTRY



Solutions for an Aging World™

Seniors and Family Members are looking to Age Safe® America for trusted information and resources for Home Safety, Home Modifications and a myriad of Aging Services.

## Your Team Will Have 2 Referral Opportunities

1. For **Home Care Services** and Products (*Preferred*)
2. For the Comprehensive **Home Safety Assessment**

Referrals for home safety assessments from Age Safe® America will immediately and effectively position you in a **Consultative Selling Position**, which has always proven to increase client acquisitions. And as a trusted 3rd party, the **Age Safe® Services Registry** helps to build consumer confidence and further validate your credibility and expertise.

Your Team Can Take Advantage of 2 Points of Entry  
for **New Clients** and **New Revenue Opportunities!**



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## Here's What You Get!

- Differentiation in Marketplace
- A *Senior Safety* Conscious Staff
- Reduced Fall Risk/Readmissions
- Improved Patient Outcomes
- Outreach/Consumer Awareness
- Referrals from Age Safe® Registry
- Business Builder/Revenue Stream
- Continuing Education and CEU's



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### Certification:

Regular Course Fee = \$397.00

**PREFERRED** Pricing = \$297.00 (**SAVE \$100**)

### Professional Courtesy:

Your Team included on **Age Safe® REGISTRY** (\$228 Value)

**CEU Approved**

...(others pending)

**USE COUPON CODE**

**HCAOA**

**SAVE \$100**

<https://agesafe.talentlms.com/>

- **National Association of Home Builders (NAHB/CAPS)** 5 CEU's (self-reporting)

The National Association of Home Builders offers courses and professional designations as well as educational seminars.

- **Society of Certified Senior Advisors (SCSA)** 5 CEU's (self-reporting)

The Society of Certified Senior Advisors educates and supports specialists in aging dedicated to improving lives of older adults.

- **National Association of the Remodeling Industry (NARI)** 5 CEU's (self-reporting)

NARI has certification programs that cover general remodeling, specialty remodeling, green and universal design certifications.

- **Continuing Education Institute of Illinois (CEII)** 5 Contact/Clock Hours

In collaboration w/ University of Illinois College of Medicine, Dep. of Family Medicine

RN, LPN (all 50 states) PT (most states) OT (many states) ...other credentials please inquire

- **American Society of Home Inspectors (ASHI)** The SHSS Course is approved for 5 of ASHI® Continuing Education Credits.

ASHI promotes standards for property inspections and provides educational programs needed to achieve excellence.

- **International Association of Certified Home Inspectors (InterNACHI)** 5 CEU's (self reporting)

InterNACHI® members get world-class home inspection education/pre-licensing support, marketing, branding and discounts!

- **National Academy of Certified Care Managers (NACCM)**

This program has been pre-approved by the National Academy of Certified Care Managers (NACCM) for 5.5 continuing education contact hours and your certificate will state this along with the approval number.

- **American Kinesiotherapy Association (AKTA)** 5 CEU's (self-reporting)

The AKTA mission is to support the rehabilitative services of Registered Kinesiotherapists while promoting the health and wellness of all populations including Veterans and individuals with functional limitations.

- **American Occupational Therapy Association (AOTA)** ...application pending

Currently approved by 21 State Occupational Therapy Boards ...please inquire. The American Occupational Therapy Association advances occupational therapy practice, education, and research through standard setting and advocacy.

## What People Are Saying About the Course:

"The Senior Home Safety Specialist is a tremendously comprehensive training on the identification of and solutions to the dangerous hazards in the home that put our older adults health at risk. I would recommend all professionals working with older adults in the home make this training a part of their overall certifications, such as CPR and AED, because it will save lives. As a physician, I also would encourage family members with older loved ones, either in their homes or wanting to age in place, have a certified Senior Home Safety Specialist evaluate their home's safety to prevent their loved ones from having to suffer an avoidable, costly and possibly life-threatening injury."

- **Oscar E. Rodriguez**, MD, MBA, Co-founder/Chief Medical Officer Reassure Analytics, Inc.

"An amazing collection of information, well-presented. Good reminders of things we knew or should have known and a whole lot more new info – especially the Alzheimer's segments. Great job! I like the way the segments are different lengths and formats also. Obviously a lot of time and effort went into the creation and production of this course".

- **Steve Hoffacker**, CAPS, CEAC- NAHB Master Instructor, CAPS Instructor of the Year 2015

"The Age Safe America course methodology and learning instruments for the purpose of Senior Home Safety Specialist provides an active part of being the expert to solve current home safety issues. Goals and objectives are clearly defined. A combination of qualitative and quantitative methods offers effective ways to assess goals and outcomes for the family. Participants will demonstrate the ability to discuss, analyze, and show knowledge in this very fragmented field."

- **Robert Gurinowitsch**, C.E.A.C. COO Home Access Professionals

"The course content and statistical information provided throughout the course are very current and will enhance any individual or organization providing services and products to the senior demographic. The course highlights a path forward for those who will make a difference in the Aging in Place markets. Highly recommend this course for anyone who is making in-home safety recommendations or providing home alteration and modifications for our seniors".

- **Peter Hache**, President Renos4Seniors

"The Senior Home Safety Specialist course was super beneficial for my role in home health care and I found it very informative and thorough! The course covered a lot of topics that come up frequently during my in-home assessment including Alzheimer's and Dementia communication, home safety ideas, fire safety, scams and fraud, safety around the house including the info on grab bars, stair safety, lighting, etc. Very often I have clients ask me questions about how they should better set up their homes to make sure they are safe so this was really helpful!"

- **Katelyn Tselios**, Client Care Coordinator for Visiting Angels

"Age Safe America has created a comprehensive course with a perfect fit of content, information, and pacing. The variety of topics were above my expectations. As an Occupational Therapist and Certified Aging In Place Specialist I know this course knowledge will be used in my daily work. For anyone working with seniors, their families, caregivers and the community this course is a MUST."

- **Raphael Wagner**, MS, OTR/L, CAPS, CHC

"The amount of information included in the course is truly impressive. Each module helps to reinforce the fundamental aspects of improving home safety for Seniors as well as providing significant new information on everything from new technologies to understanding the challenges preparing a home for someone with progressing dementia. The comprehensive checklist helps to ensure that no potential hazard is overlooked." - **Bruce Wilson** Founder Senior SafeGuard

"What a wonderful course and group training event for our staff and with so many beneficial take-a-ways! We especially liked Communicating with Older Adults and Family Members and Fire Safety. This will add to our ability to educate clients and their family members on the serious issues of fall prevention, financial scams and personal safety. The content definitely met our expectations, and I would recommend it to other professionals in this field." - **Anna Lattuca**, Evergreen Senior Living



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"I'd much rather spend my time and energy on preventing injuries through education than on responding to an injury that could have been avoided altogether." -Pete Herrera, Paramedic NREMT-P

### Age Safe America, LLC

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