

Age Safe® Live Well.



Senior Home Safety Specialist™

HCAOA "PARTICIPATING PROVIDER" Program

"We are coming into a senior population explosion that is unprecedented in history. We will need an army of educated and compassionate advocates to assist them with dignity and integrity. Age Safe® America will help train, empower and support this army." - Steven Bailey Founder / Managing Director



Attention: Senior Service Providers

In a recent report the U.S. Department of Housing and Urban Development called on the public and private sector for greater action to reduce accidental and preventable injuries to seniors in the home. Approximately one-third of adults age 65 years or older fall each year; the majority of these falls occur in and around the home. Falls are the most common cause of traumatic brain injuries and fractures for older adults. Falls often result in seniors being institutionalized or losing their functional independence.

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 within the public health community view **senior home safety** as a significant health concern. By the year 2020, the Centers for Disease Control and Prevention estimates the cost related to these kinds of injuries to be nearly \$67 Billion annually.

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

Age Safe® America is a national 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. Our goal is to help older adults enjoy the comfort, freedom and independence to “*age safe at home.*”

Age Safe® America has trained professionals in all 50 States, Canada, Mexico, and the Middle East.

Professional Training/Continuing Education



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



99% of registrants stated they would recommend this course to other professionals.

"I would recommend all professionals working with older adults in the home make this a part of their overall certifications, such as CPR and AED, because it will save lives." - Oscar E. Rodriguez, MD, MBA



HCAOA Members have a special opportunity **Until December 31st** to enroll your agency and acquire the **Senior Home Safety Specialist™** **PARTICIPATING PROVIDER** designation *before it's released in 2019!*

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

We know "**home safety**" is paramount to you, your clients and their family members. With that in mind, the **PARTICIPATING PROVIDER** Program will allow you to empower your entire staff through an effective group training for a fraction of the regular cost of individual registrations!

HCAOA Members enjoy 50% OFF until **12/31/18** for your entire staff to get this 5-hour training and your agency to receive the **PARTICIPATING PROVIDER** designation for **50% OFF the regular price of \$1500.00.**

Here's What You Get!

- Differentiation in Marketplace
- **Participating Provider** Emblem
- A *Home Safety* Conscious Staff
- More Knowledge = Confidence
- Improved Patient Outcomes
- Reduced Fall Risk/Readmissions
- Safer Homes = Safer Employees
- Happy Clients & Family Members

*Training Coupon Good for 1-Year After Purchase



The Senior Home Safety Specialist™ certification is regularly \$397.00 per Registrant

ENTIRE STAFF
▶ **PARTICIPATING PROVIDER = ~~\$1500.00~~ \$750.00** (HCAOA)
Conveniently login to course for any length of time within 90 days from 1st login, e.g. (5) 1-hr sessions

Get Enrolled Today! ▶ email: HCAOA@AgeSafeAmerica.com

What People Are Saying About Our Training:

"The Age Safe America 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.

"What a wonderful course and group training event for our staff 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

"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 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 home assessment including Alzheimer's/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

"The Age Safe America course is extremely well organized and informative. The instructors are knowledgeable and provide clear examples for the student to achieve success. There was not one glitch with the online course which is amazing considering the amount of audio and video attached to the training course. The idea of the point system and badges is brilliant because it provides the user with visual goals and a sense of accomplishment. Well Done!"

– **Christopher MacLellan**, M.A., *"The Bowtie Guy"* Caregiver Advocate, CEO The Whole Care Network

"Age Safe America has created a comprehensive course with a perfect fit of content, information, and pacing. The course was current and included new and updated information as well as served as a refresher, both with added value. 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

"I've been in health care for over 18 years as a Home Care franchise owner, and Publisher of two Seniors resource magazines. In light of the fact that the safety and security of our seniors is such a key issue these days, this designation will be a unique differentiator for the next couple years, then I believe it will become an industry standard. Will recommend Highly to my colleagues!"

– **Michael Quirk**, Publisher Seniors BlueBook

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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

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