



*An Integrated Assessment Tool
and Person-Centered Process
to Advance Healthy Aging and
Improve Outcomes*

Dear Colleague,

We need and are asking for your help. We have contacted many of you regarding COLLAGE, The Art & Science of Healthy Aging and its progress to date. **What we are looking for is 50 innovators in our field to step forward now!** Why? Because COLLAGE is at a critical transition point in its evolution. Here are the facts:

- **COLLAGE has over 90 not-for-profit member sites in 14 states** that are using our integrated assessment tool and person-centered process to advance healthy aging and improve outcomes;
- **We are committed to opening up the program** to additional retirement communities, and especially to subsidized and market rate congregate senior housing, and senior service agency sites;
- **AAHSA leadership is supporting and encouraging COLLAGE** to dramatically expand its use by its member aging service organizations;
- **A new web-based software platform will be launched in early 2010.** This will reduce the time and resources required for product installation and improve efficiencies for regular software updates;
- **COLLAGE must dramatically lower the cost** to participants including current consortium members;
- **We are seeking foundation funding** and must demonstrate that there is substantial interest and support in the second generation web-based product from aging service providers nationally.

Please seriously consider becoming one of the next 50 innovators by participating as a *Generation II Partner* of COLLAGE. The attached invitation describes how you can do so, and outlines several benefits you'll receive. Most importantly, with your modest, fully refundable deposit, you will be showing your support for innovation that promotes healthy aging for all seniors, through reliable data, that measures the quality of services and care we've been known for, in this "show me" age we're serving in.

We hope we can count on your interest and support. Please call us with any questions you may have

Sincerely,

Neil Beresin
Program Manager
COLLAGE

Beryl Goldman, Director
Kendal Outreach, LLC

Gary Mohn, CEO
Alexian Village of Milwaukee,
& Chair, COLLAGE
Leadership Council

What is being said about COLLAGE, The Art & Science of Healthy Aging:

"COLLAGE actually embraces all of the principles of quality first that AAHSA has put out there over the past five years. It focuses on an evidence-base, collecting good information, using good data to make better decisions, and gathering data and sharing data across organizations so that people really understand where they are improving and where they still need to do the work. There is no way to get to quality without engaging in the kind of work that COLLAGE allows organizations to do."

Robyn Stone, Executive Director, Institute for the Future of Aging Services (IFAS) and Senior Vice President of Research, AAHSA, Washington, DC

"...the COLLAGE reports contained key information in a visual format allowing us to easily identify the profile of our residents across our continuum of care...We now have access to information about our residents' health risks, and tapping into this offers us a treasure chest of data to guide decision making about the kinds of programs and services we ought to be developing. We are ecstatic about what the new reports will help us achieve."

Denise Dickinsen, Vice President of Planned Growth and Development, Lutheran Homes of South Carolina, Irmo, SC

**An Invitation to Participate in
COLLAGE, The Art & Science of Healthy Aging
as a “Generation II Partner”**

The second generation of COLLAGE will include a new web-based software platform, due out in the second half of 2010. Aging service organizations wishing to assure themselves membership as a COLLAGE Generation II Partner may do so by completing the following agreement accompanied by a refundable deposit of \$500. The first 50 non-profit AAHSA members to sign-on and make a deposit receive the following benefits:

- 1.) Identified with and referred to in all appropriate communication and promotional materials including the COLLAGE website as **Generation II Partners with COLLAGE**.
- 2.) Membership among a unique group of aging service leaders and innovators using data to improve: a. the ability of older adults to remain independent; b. the quality and continuity of health services; and, c. the effectiveness of healthy aging programs and services.
- 3.) Inclusion in the first group of 2010 COLLAGE members and entitled to a minimum 10% discount off the upcoming pricing for the new web-based product. (The discount is dependent on the number of members in COLLAGE at the time the new product is available in 2010). The following will also apply:
 - a. An organization’s refundable deposit will be credited in full toward the COLLAGE membership/annual fees at start-up.
 - b. If an organization withdraws before signing a membership contract, its non-interest bearing \$500 deposit, upon written request, will be refunded within 30 days.

Organization name and address:

Name of contact person:

E-mail:

Telephone number:

Please sign and date this agreement form and return it with a \$500 check made payable to “COLLAGE – Kendal Outreach” to:

COLLAGE, The Art & Science of Healthy Aging
Kendal Outreach, LLC
1107 E. Baltimore Pike
Kennett Square, PA 19348

We welcome your questions. Please direct them to Neil Beresin at nberesin@collageaging.org or 610.335.1283. Go to http://collageaging.org/Site/Docs/AnInvitationToParticipate_2010.pdf to read a Program Profile on COLLAGE.



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