



**COLLAGE, The Art & Science of Healthy Aging®
Launches New Aggregate Profiler Tool**

Kennett Square, PA – COLLAGE, a national membership consortium of aging services organizations, has launched a new *Aggregate Profiler Reporting Tool*, a significant product enhancement that will give member organizations easy and immediate access to valuable data to improve healthy aging outcomes using its Web-based assessment system.

The new report generation tool, just released, allows users to create on-demand frequency distributions (count and percent) for any of hundreds of data items in the portfolio of COLLAGE assessments. Members can enter a specific date range for assessments to be included in the report. In addition to producing member's data, the report generation tool includes "comparison data" in the form of percentages based on assessment data from all COLLAGE members nationwide. Having access to comparative data is a unique and powerful data mining feature, and is something that is only available in a collaborative consortium model like COLLAGE.

"By introducing this product advance, COLLAGE is taking the next logical step in developing a valuable tool that resonates even more with consortium member organizations," said Beryl Goldman, Director of Kendal Outreach LLC and COLLAGE. "COLLAGE members will discover that the *Aggregate Profiler Tool* is very simple to run and will help them understand the characteristics and risks of their residents, as well as provide comparative data from all COLLAGE member sites for benchmarking and quality assurance purposes. It's a very exciting time in the evolution of COLLAGE."

The COLLAGE assessment system is used by a consortium of organizations across the country working to advance healthy aging and improve health outcomes of older adults living independently. Members of the consortium -- continuing care communities, moderate-income and federally subsidized housing programs, and home care and community-based agencies -- believe that measuring outcomes is critical and that without outcomes, organizations don't know whether their programs are having the intended impact on residents and community.

Valid and reliable assessment data leads to: 1) the development of personalized healthy aging plans for individuals, and 2) a methodology to target the right programs and services to best match needs for a campus or community. This two-level approach enables individuals to take charge of their own healthy aging and allows organizations to focus aging support resources appropriately for their community.

Initiated in 2003, COLLAGE is a joint venture between Kendal Outreach LLC (www.kendaloutreach.org), a subsidiary of Kendal, and the Institute for Aging Research at Hebrew SeniorLife (www.hebrewseniorlife.org), a Massachusetts not-for-profit corporation affiliated with Harvard Medical School.

More information is available from:

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