



**COLLAGE, The Art & Science of Healthy Aging®
Launches New *Personal Wellness Profile* Report**

Kennett Square, PA – COLLAGE, a national membership consortium of aging services organizations, has just released a significant product advance that will give member organizations stronger tools to improve healthy aging outcomes using its Web-based assessment system.

Colorful, completely automated and easy-to-run, the new *Personal Wellness Profile* report was created for member organizations to easily share with their residents as part of the annual assessment process. It features a simple evidence-based score (1 to 5) in each of nine healthy aging domains including: Cognitive Performance, Community Involvement, Emotional, Health, Physical Activities, Religious Participation, Social Engagement, Social Life, and Weight Status.

The report includes resident-directed narrative clustered around four themes: 1) what your score means; 2) what you may consider doing to promote your wellness; 3) how your score compares to others in your community or to residents across all COLLAGE communities, and; 4) how motivated a resident is to take action to improve healthy aging.

“By introducing the *Personal Wellness Profile*, 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. “With the *Personal Wellness Profile*, coaches will love being able to hand a resident a colorful, engaging and completely automated report, which will serve to activate residents toward improved quality of life.”

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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