

AlzBetter Dementia Coaching Program Seminar Press Release

FOR IMMEDIATE RELEASE:

Dementia Care Experts AlzBetter Set to Participate in Evesham Township's Dementia Coaching Program Seminar March 26

Community Health Coach Maria Roswell, CTRS, scheduled to speak at event designed to teach attendees how to keep loved ones home longer.

Marlton, NJ – March 16, 2019 – *AlzBetter*, dementia care experts dedicated to improving care, empowering families and reducing costs for those with dementia, announced its intention to participate in a *Dementia Coaching Program Seminar* at the *Gibson House Community Center* in Marlton, New Jersey on Tuesday, March 26. The free interactive seminar, hosted by Evesham Township, will teach attendees how to keep their loved ones home longer, with Community Health Coach Maria Roswell, CTRS, scheduled to speak about how to best care for those suffering from dementia.

In doing their part to instill an authentic sense of pride and confidence in its municipal government, representatives of Evesham Township are guided by reverence for integrity and honesty, professionalism in public service, commitment to excellence, respect for the democratic process and representative government, operational efficiency, sense of fairness, problem-solving attitudes, honor for chain of command, dignified conduct and value loyalty.

"Loved ones suffering with dementia deserve the right care, and attendees of the Dementia Coaching Program can learn how they can keep their loved ones at home – for longer," says Roswell. *"AlzBetter was developed to close the gap in care and improve the quality of life for in-home Alzheimer's and dementia patients, and since its inception has evolved into the most creative and successful program available to care for those with dementia in the comfort of their own homes.*

"What's more, the organization has accomplished all that while helping to reduce associated healthcare costs."

Roswell, graduating with a degree in Recreational Therapy from *East Carolina University*, completed her internship under the supervision of Allyson Dedic, founder of *Therapeutic Recreation in Motion*, and for five years has been a Director of Therapeutic Recreation in the senior living industry. During her tenure, she has overseen the day-to-day programming for independent, assisted, memory care, short-term rehabilitation and long-term care skilled nursing residents.

"Maria's artistic abilities inspired her to develop a unique approach to educating professionals on how to introduce art therapy – among other examples – as a modality for positive outcomes in the Therapeutic Recreation arena, and we are very much looking forward to hearing her speak at the Dementia Coaching Program Seminar," adds Gary Skole, the developer behind *AlzBetter*.

The *AlzBetter* program offers services to both families/care providers and professional organizations, with specific offerings in the families/care providers category divided amongst services for families and loved ones, professional caregivers and care managers, and those in the

professional organizations category divided amongst services for home care organizations, payors and providers.

AlzBetter's patent pending program remains the most complete and innovative dementia care system aimed at helping people with Alzheimer's and other forms of dementia to live safely at home, with certified dementia specialist care managers dispatched to patients' homes to utilize custom software for an in-depth dementia assessment. Proprietary algorithms then determine a client's current level of dementia to identify problematic areas before the software creates a customized plan of care and daily schedule, including tasks and activities that yield meaningful and enjoyable days. What's more, all activities are based on a patient's personal interests and are appropriate for his or her current level of dementia; these can include bathing, dressing, eating, exercising, hobbies, games and more.

On the professional organizations side, *AlzBetter's* turnkey dementia program was created for managed care groups and other payors to fill a void in the marketplace for a comprehensive, well-rounded approach to caring for those with dementia. This person-centric program is based on scientific research and is the first of its kind to utilize technology to help assess the individual with dementia, and then create a structured program based on the individual needs and lifestyle of that individual.

The program is currently being licensed to managed care organizations looking to add a state-of-the-art dementia program to their business.

The *Dementia Coaching Program* interactive seminar will take place on March 26 at 7 pm at *Gibson House Community Center* at 535 East Main Street in Marlton, New Jersey. Light refreshments will be served.

For additional information and to RSVP call Maria Roswell at (856) 321-1500 or email Maria.Roswell@HomeToStay.com.