



Your plan for life... in your home.

Continuing Care at Home Conference
May 2016

AVENUES
by Porter Hills

Member Engagement – The Questions

- How can Avenues add immediate value to our members?
- What can Avenues do to promote wellness and stay engaged with our members?
- How can Avenues inspire member referrals?

AVENUES

Member Engagement – The Strategy

Monthly Wellness Benefits

Member Newsletter

Member Events

AVENUES

Member Engagement – Wellness Benefits

Top Three Wellness Benefits Utilized

- Gourmet Meal Delivery
- Massage Therapy
- Gardening/Home Maintenance

AVENUES

Member Engagement – Member Events

Annual Holiday Party

Member – Guest Dinner

Wellness Presentations

Porter Hills Foundation Dinner

AVENUES

Member Engagement – Marketing



Avenues Member & Guest Dinner

Thursday, May 5th at 5:30 pm
Watermark Country Club
5500 Cascade Road SE, Grand Rapids, MI
Kindly RSVP to LouAnn Shawver @ 616-309-1033
(Please see reverse side for details.)

LIVING HEALTHY & WELL

Spring 2016
Avenues by Porter Hills



Nourish Your Soul Like a Garden

Recently I was sorting through books in my home when I came across a journal I wrote in 2001 titled the *Simple Abundance Gratitude Journal*. Rather than finish my de-cluttering project I snuggled on my bed and started to read my journal. I remember the rule I had back then, I would only reflect on good things in my life. Nothing negative. It was filled with funny things my kids said and did and snippets of holidays and travel adventures. If you read it you would think I was living the perfect life in the suburbs, a close assessment of my life, but there was a lot missing. If I filled in the blanks there would be reflections about the many tears I spilled as a dear, young friend battled cancer. About how my five-year-old son was plagued with asthma and the fear that comes with it. Other challenging moments that I barely recall. Little did I know at that time that I was nourishing my soul with writings of gratitude, and that my journal would nourish my soul 15 years later.

Gratitude is such an important food for the soul, it helps maintain our well-being and happiness. It can transform the way we live life by reminding us of what we have to be happy about. A study conducted at the University College London, revealed that older people who are happy with their lives lived up to 20-35 percent longer than their not-so-happy counterparts. That certainly is something to be thankful for.

Here's why gratitude is important: It's the gift that keeps on giving. The more you focus on the good in your life, the more you will attract the best in life. When you are thankful for the blessings you have, you channel that to other people which cultivates positive feelings.

Life is full of stress (can you say "politics"?). It's so easy to get caught up in negative news and challenges you face. Focusing on things you're thankful for can turn the tide from gloomy to sunny.

(Continued on page 2)

Avenues Wellness Benefits

Entrée Preparation and Delivery

Entrees prepared by a gourmet kitchen (quantity varies by type of meal selected)

Home Services

- Housekeeping (2-3 hours)
- Garden maintenance (2 hours)
- Home safety equipment including a carbon monoxide detector, fire extinguisher, and smoke detector
- Exterior key lock box with installation

Life Enrichment

- Grand Valley State University Grand Forum Annual membership
- Public School District's Senior Learning Opportunities Classes or activities
- Calvin Academy of Lifelong Learning (CALL) Membership
- Aquinas College Center for Lifelong Learning Institute (OLLI) Membership
- Luminosity-brain fitness subscription

Technology Support

- One hour Technology Support in your home. Additional time available, at market rate.

Wellness Services

- 45 – 60 minute massage
- Fit Bit pedometer with initial computer installation
- Personalized fitness plan developed by a personal trainer

AVENUES

Member Engagement – The Cost

Fiscal Year Budget: \$30,000

ROI: Priceless

AVENUES