



Jewish Senior Services[®]

excellence in our home and yours



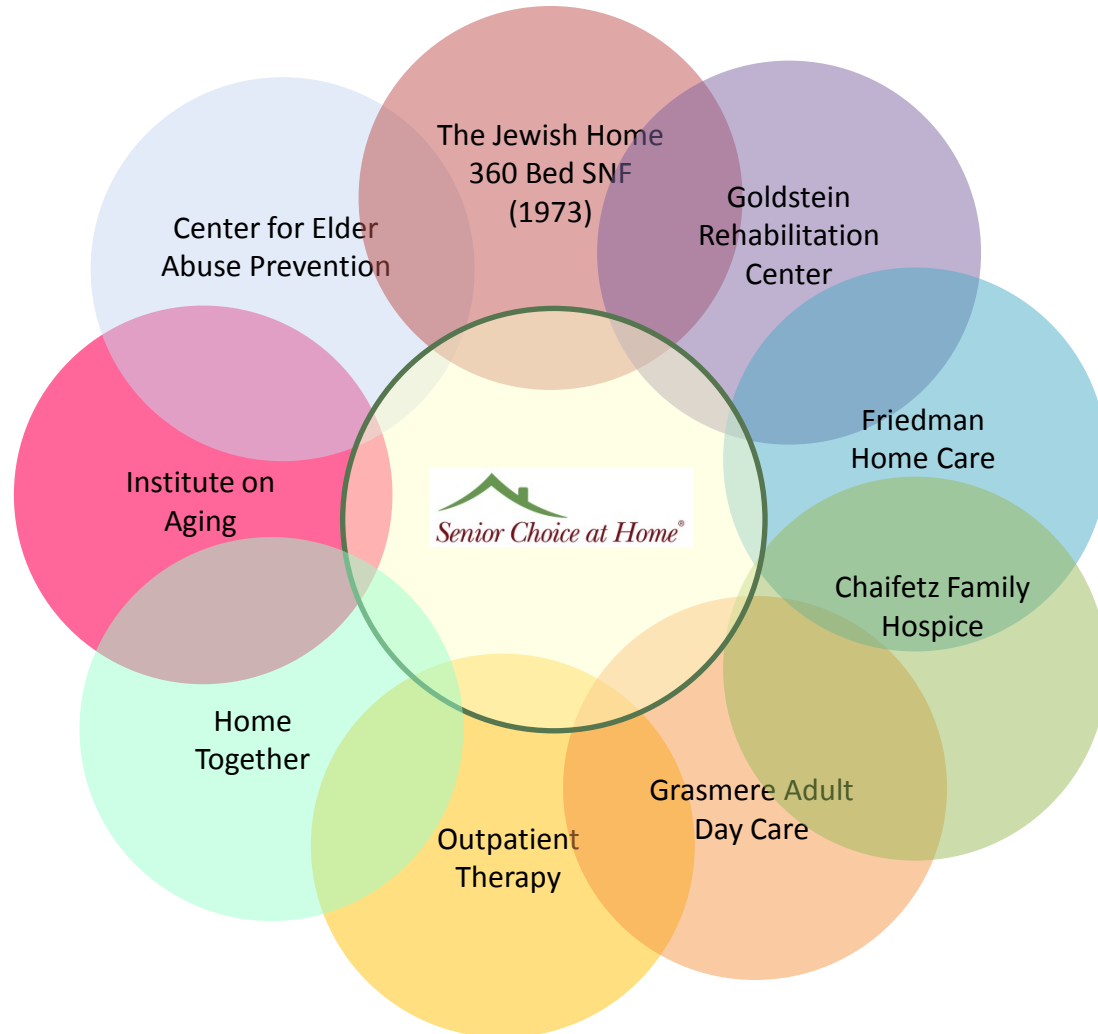
Senior Choice at Home[®]

An Innovative Concept in Long Term Care Planning



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excellence in our home and yours





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THE HARRY & JEANETTE WEINBERG CAMPUS

Opening June, 2016

Thanks to the generosity of our donors, Jewish Senior Services has built a new state-of-the-art campus – including the first “household” model nursing home in the State. This design is the result of years of research and a vision to be the absolute best and most comprehensive senior care provider in Southern Connecticut, as well as a resource for the broader community.

In addition to our existing programs, our new facility will include:

- Assisted Living
- Memory Care
- All Community Services (re-consolidated)
- Fitness Center
- Federation Offices

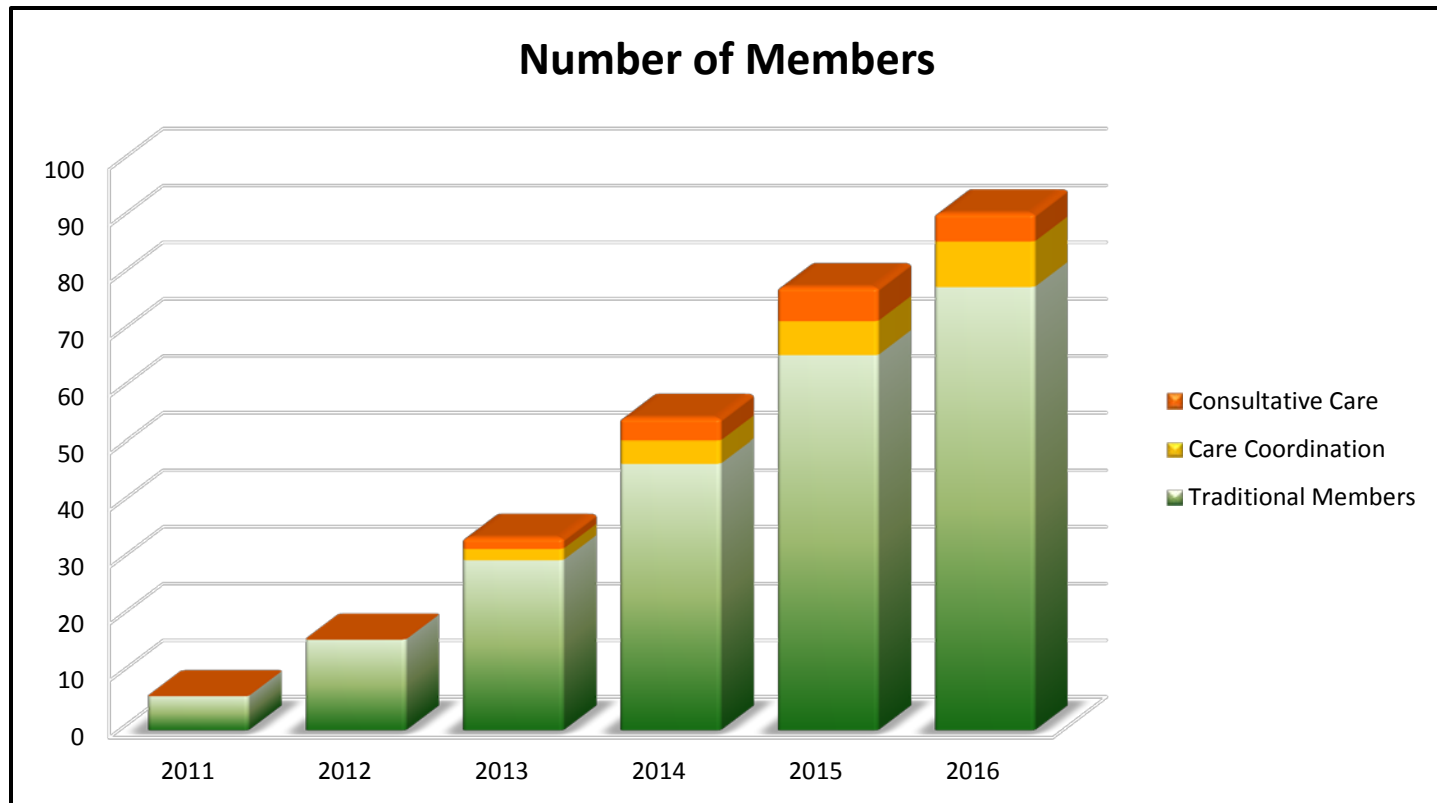




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The Promise: Guaranteed Care





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Member Demographics

Total Number of Active Members: 91		
Plan Option	Number	Average
All-Inclusive (AI)	59	65%
Co-Pay (CP)	13	14%
Security (S)	6	7%
Consultative Care	5	5%
Care Coordination	8	9%

Average Age	Range
83	72-95
Married	Single/ Widowed
63%	37%
Male	Female
42%	58%

# Members Signed	97
# Members Left Program	1
# Members Deceased	5
Active Members	91

Marketing Strategy Results	Average	Range
Months to Membership	15	2 to 84
# Mailings	10	0 to 46
# Calls	16	1 to 64
# Meetings	5	2 to 20
# Social Events	1	0 to 11
# Touches	32	6 to 113



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Marketing Collateral



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Your Future. Guaranteed Care.



Senior Choice at Home®
An Innovative Concept in Long Term Care Planning




Guaranteed Coverage



Senior Choice at Home® provides quality healthcare and financial protection for individuals who wish to remain in their own home.

Lifetime Membership Covers:

- ✓ Cost of care as needs evolve
- ✓ Around-the-clock personalized care coordination
- ✓ Skilled and compassionate caregivers
- ✓ Guaranteed access to assisted living and/or nursing home care if necessary
- ✓ Concierge services and social programs

Membership Provides:

- ✓ Financial Protection
- ✓ Lifestyle Options
- ✓ Independence
- ✓ Peace of Mind

175 Jefferson Street, Fairfield, CT 06825
203-365-6491 • SeniorChoiceHome@seniors.org

Covering Your Costs for Life

Potential Long Term Care Costs for Non-Members



Category	Approximate Annual Costs in Southern Connecticut
Assisted Living	\$73,000
Live-in Caregiver	\$82,000
Nursing Home	\$165,000

Average duration: 3.5 years

Approximate Annual Costs in Southern Connecticut

- Assisted Living **\$73,000**
- Live-in Caregiver **\$82,000**
- Nursing Home **\$165,000**

Average duration: 3.5 years

\$500,000+
Potential cost of quality long term care over 4 years

Senior Choice at Home fills Long Term Care Insurance Gaps

- ✓ Supplements daily benefit amount
- ✓ Extends benefit period
- ✓ Begins care immediately (no elimination period)
- ✓ Requires no pre-approvals or claim forms

Call Senior Choice at Home today for a no obligation analysis of Long Term Care Insurance gap coverage

Seamless Navigation

Guaranteed Care



Senior Choice at Home cuts through the healthcare system maze. The program provides and pays for the cost of care at home, transportation to medically necessary visits, and, should it be required, assisted living and/or nursing home care. All of this is navigated by the Care Coordination Team and provided by Jewish Senior Services®.

Care Coordination Provides:

- ✓ 24-hour on call services and communication with member's loved ones
- ✓ Support, navigation, and advocacy for the member throughout a health care event
- ✓ A personalized care plan, implemented when needed, based on the member's health care and treatment preferences
- ✓ Concierge services including referral to handyman service and meal delivery

Social and Cultural Opportunities

Members enjoy diverse social and cultural activities including trips, dining events, and lectures.

A Guaranteed Leader

Senior Choice at Home is a program of Jewish Senior Services, which provides a full range of services including home care to seniors throughout Southern Connecticut. The skilled nursing and short term rehabilitation facility has been serving the community for over 40 years with an unparalleled level of quality and personalized care.



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Marketing Collateral: B2B

CTNAELA PRACTICE UPDATE

As published in the Fall 2015 newsletter of *The Connecticut Chapter of the National Academy of Elder Law Attorneys*

An Innovative Option for Long Term Care Protection

By Miri Citron, Director, Senior Choice at Home®

The newest innovation in long term care planning is joining a Continuing Care at Home ("CCH") program. Currently there are approximately 20 such programs across the country and more are in the process of development in their respective states. Research shows that more than 85% of seniors prefer to age in the comfort of their home. They may choose to downsize to a condominium or apartment, but still enjoy the independence of living in their own space while remaining in the community in which they have been a part of for many years. This is one of the primary goals of CCH programs; to help people remain at home as long as is safely possible.

In Fairfield and New Haven counties, Senior Choice at Home® is the Continuing Care at Home program managed by Jewish Senior Services® in Fairfield, formerly known as The Jewish Home for the Elderly. Senior Choice at Home is a comprehensive, lifetime program that pays for, provides, and coordinates long term care. It is designed to provide protection for individuals who wish to remain in their homes, ensure their care is paid for, and protect their assets as their health care needs evolve. Should one need to live in an assisted living community or receive nursing home care, the program will cover these costs as well. The program benefits can also blend with an existing LTCI policy to fill gaps.

Senior Choice at Home initiates a relationship with its active, independent members from the start, prior to their needing services. We get to know our members well early on, so that if and when an incident occurs, small or significant, planned or unplanned, we can insert ourselves efficiently. Our care coordinators (social workers, nurses) are available 24/7 to advocate, support, guide and navigate care as our members travel through the health care maze.

Covered benefits include trips to medically necessary doctor appointments, delivered meals to help someone through a short-term illness and the coordination of carefully-screened personal homecare staff. When a member cannot perform one (or more) Activity of Daily Living ("ADL") (i.e., bathing, dressing, eating, transferring, walking, mobility, grooming and continence) and/or a member has ADL deficiencies that may include, but may not be limited to, those with Alzheimer's Disease or any type of dementia disorder, those who are bed bound or homebound, or those who need special equipment to ambulate (i.e. wheelchair, walker), services are implemented and covered by their membership. We strive to provide support for cus-

tomial needs early on, thereby containing a situation and hopefully eliminating worsening conditions. The goal is always to assist members in reaching their highest level of independence given their current circumstances.

Being a member of a continuing care at home program also means becoming a member of a community. While Senior Choice at Home addresses members' physical needs, their emotional needs are of primary concern as well. A mix of social and intellectually stimulating adventures ranging from trips, cultural events, round table discussions and lunch outings are scheduled each month, with many members enjoying these benefits as well.

A large portion of Jewish Senior Services' departments are under the regulation of the State of Connecticut Department of Public Health. Senior Choice at Home falls under the regulatory supervision of the State of Connecticut Department of Social Services ("DSS"). DSS oversees CCRCs and has now added CCAH programs to their oversight.

Senior Choice at Home members pay a one-time membership fee plus a monthly fee ranging from \$375-\$500 (determined by age and plan selected.) Many members have taken a tax deduction for their Senior Choice at Home payments, as they are viewed as a pre-paid medical expense. Shown in the chart below, are the various plan levels that are offered along with the corresponding benefits for each.

As a not-for-profit organization, Jewish Senior Services has committed to paying the monthly fee for members who, through no fault of their own, can no longer pay the monthly fee. We are committed to honoring the trust our members have put in us and the

PLAN OPTIONS

Senior Choice at Home Plan Level

MEMBERSHIP BENEFITS	ALL-INCLUSIVE	SECURITY	CO-PAY
SUPPORT SERVICES			
Care Coordination	100%	100%	100%
Social & Wellness Programs	100%	100%	100%
Home Safety Assessment	100%	100%	100%
Emergency Response System	100%	100%	100%
Medically Necessary Transportation	100%	100%	100%
Meal Delivery (limited)	100%	100%	100%
Concierge & Referral Services	100%	100%	100%
HOME BASED SERVICES			
Home Health Aide	100%	85%	50%
Companion/Homemaker	100%	85%	50%
Live-In Assistance	100%	85%	50%
Adult Day Care	100%	85%	50%
FACILITY BASED SERVICES			
Assisted Living Care	100%	70%	50%
Nursing Home Care	100%	70%	50%

Your clients rely on your knowledge - they trust your advice...

Please join us for breakfast and meet our team. Learn more about Senior Choice at Home®, one of the newest concepts in long term care planning.

See how it might benefit your clients.

Thursday, March 10, 2016

7:30am - 8:30am (session 1) • 8:30am - 9:30am (session 2)

The Boathouse at Saugatuck Rowing Club

521 Riverside Avenue, Westport, CT

Please RSVP to Cindy at (203) 365-6491 or SeniorChoiceHome@seniors.org by March 8.



Senior Choice at Home®

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Senior Choice at Home® is a comprehensive, lifetime membership program of Jewish Senior Services® that pays for, provides and coordinates long term care. The program is designed to provide security for individuals who wish to protect their assets, ensure their care is paid for and remain in their home as their healthcare needs evolve. Even if an individual has, or is not eligible to purchase, long term care insurance, they may still be able to join our program just as many of our members have done.



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Serving Fairfield and New Haven Counties


The Jewish Home • Rehabilitation • Home Care • Hospice • Adult Day • Senior Choice at Home® • Assisted Living
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Marketing Collateral: Prospects/Leads



THE JEWISH HOME
40 YEARS

Jewish Senior Services®
excellence in our home and yours

September 23, 2014

Mr. Michael Smith
123 Main Street
Anytown, USA 12345

Dear Mr. Smith,

Your Future. Guaranteed Care. This is the peace of mind that Senior Choice at Home®, an innovative concept in long term care planning, is bringing to older adults in Connecticut.

Senior Choice at Home is a comprehensive, lifetime program that pays for, provides and coordinates long term care. Senior Choice at Home is designed to provide protection for individuals who wish to remain in their homes, ensure their care is paid for, and protect their assets as their healthcare needs evolve. Should one need to live in an assisted living community or receive nursing home care, the program will cover these costs as well.

You and a guest are cordially invited to attend a complimentary "invitation only" educational luncheon. We encourage you to reserve your space as seating is limited.


<p>Friday, October 24th 12:00 p.m. The Roger Sherman Inn 195 Oenoke Ridge New Canaan</p>	<p>Tuesday, October 28th 12:00 p.m. Gallo Ristorante 5 Grove Street Ridgefield</p>	<p>Thursday, October 30th 12:00 p.m. The Boathouse Saugatuck Rowing Club 521 Riverside Ave Westport</p>
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Registration is required to attend. Please RSVP by Wednesday, October 15th by calling 203-365-6491, or registering online at www.SeniorChoiceHome.org.

We look forward to having you join us.


Sincerely,

Miri Citron
Director, Senior Choice at Home®



Senior Choice at Home®
175 Jefferson Street, Fairfield, CT 06825
Tel: 203-365-6491 Fax: 203-365-6461

www.jseniors.org



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<p>Tuesday, October 14th 12:00 p.m. New Haven Country Club 160 Hartford Turnpike Hamden</p>	<p>Wednesday, October 15th 12:00 p.m. Madison Beach Hotel 94 West Wharf Road Madison</p>
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Miri Citron
Director, Senior Choice at Home®



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Marketing Collateral: Prospects



Senior Choice at Home®
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If you are not able to attend a presentation, please call for a personal appointment at our office or your home.

"It was the best decision I ever made."
- J.R., Senior Choice at Home Member



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You're Invited...



Assertive Approach

"We thought we would not need their help for many, many years. We were wrong!"
- A.V.D., Senior Choice at Home Member

What IF you're wrong?

If you need it at some point, long term care can be financially and emotionally devastating for you and your loved ones. It is not too late to develop a plan.

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Even if you have long term care insurance, we encourage you to learn more about our program.

Join Us

You and a guest are cordially invited to attend a complimentary private educational luncheon.

Seating is limited.

Monday, October 12 12:00pm Eclipse Stamford 700 Canal Street Stamford, CT	Wednesday, October 14 12:00pm The Boathouse at Saugatuck Rowing Club 521 Riverside Avenue Westport, CT
Friday, October 16 12:00pm Gabriele's Italian Steakhouse 35 Church Street Greenwich, CT	Wednesday, October 21 12:00pm Gallo Ristorante 5 Grove Street Ridgefield, CT

Please RSVP to Cindy by Monday, October 5th at 203-365-6491, emailing SeniorChoiceHome@seniors.org or registering online at www.SeniorChoiceHome.org



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Marketing Collateral



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You're Invited...



Gentle Approach

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Guaranteed Care.**

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Seating is limited.

Wednesday, October 14 12:00pm The Boathouse at Saugatuck Rowing Club 521 Riverside Avenue Westport, CT	Sunday, October 18 11:00am Jewish Senior Services 175 Jefferson Street Fairfield, CT
Tuesday, October 20 12:00pm Tashua Knolls 40 Tashua Knolls Lane Trumbull, CT	Friday, October 23 12:00pm The Inn at Newtown 19 Main Street Newtown, CT

Please RSVP to Cindy by Monday, October 5th at 203-365-6491, emailing SeniorChoiceHome@seniors.org or registering online at www.SeniorChoiceHome.org



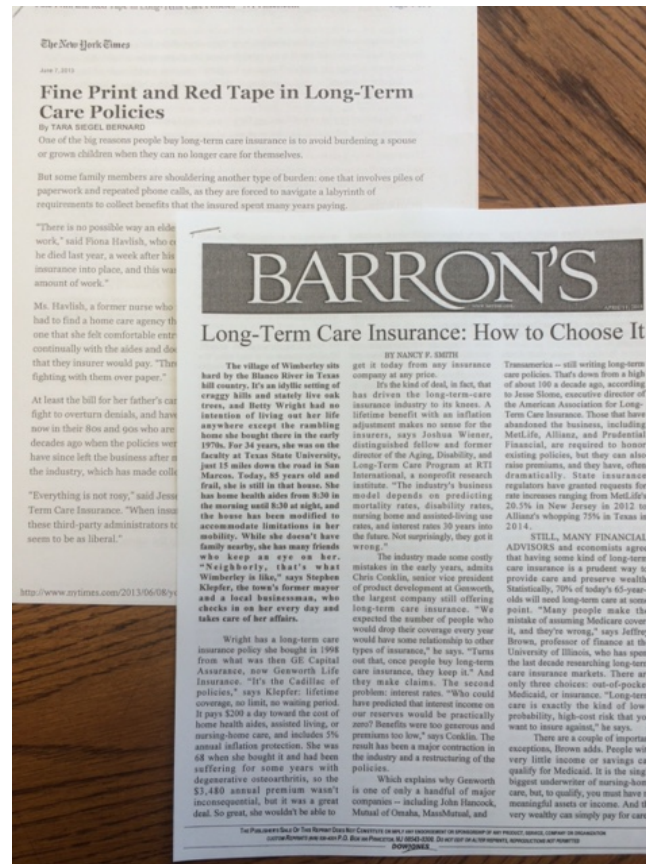
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Marketing Collateral: Leveraging

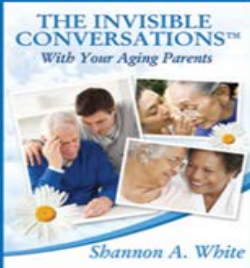







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Marketing Collateral: Prime Time

JOIN US	DIALOGUE AND DESSERT
 <p>Helping adult children and their parents through sometimes difficult but necessary conversations so that communication remains open and connections can grow deeper at a crucial time in life.</p>	 <p><i>Senior Choice at Home®</i></p> <p>presents</p> <p>INVISIBLE CONVERSATIONS BETWEEN PARENTS AND THEIR BOOMER CHILDREN</p> <p>featuring author and award winning speaker</p>  <p>SHANNON WHITE Emmy Nominated TV Journalist</p> <p>THURSDAY, JUNE 21ST at 6:30 PM Schine Auditorium at Sacred Heart University</p> <p>The author will speak and answer questions. Her book, <i>The Invisible Conversations with Your Aging Parents</i>, will be on sale with a portion of the proceeds donated to the Alzheimer's Association.</p> <p>For more information or to RSVP please email seniorchoiceathome@jhe.org or call (203) 365-6491</p> <p>SPONSORED BY THE JEWISH HOME OF FAIRFIELD COUNTY </p>



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Positioning

- Educators
- Health Care Professionals
- Information Providers
- Resource
- Advocates