

SILVERCARE SOLUTIONS AND BROOKDALE SENIOR LIVING LAUNCH PROGRAM TO REDUCE FRQUENCY OF TRANSFERS OF PATIENTS TO ACUTE CARE FACILITIES

Brookdale Senior Living, the nation's largest owner and operator of senior living communities in the country announced the initial trial of a comprehensive, quality improvement program designed to improve the early identification assessment, documentation and communications about changes in the status of residents in skilled nursing facilities.

The program is being launched in partnership with Silvercare Solutions, the leading provider of incontinence care to nursing facilities in the country serving over 20,000 beds in California, New Jersey, Pennsylvania, Tennessee and Florida.

The new program is a result of a developmental initiative between Dr. Kevin W. O'Neil, Chief Medical Officer for Brookdale Senior Living; Dr. Matthew S. Wayne, AMDA President-Elect; American Nurses Credentialing Center ANCC; the Gerontological Advanced Practice Nurses Association GAPNA and Silvercare's Senior Medical Advisor, Dr. Joseph G. Ouslander. Under the Interact Program, geriatric primary care protocols for nurse practitioners were established to collaborate with attending physicians in senior living centers.

Commenting on the new program, Frazer Buntin, CEO Silvercare Solutions, said, "We are pleased to be partnering with Brookdale and these leading physicians and organizations. The new healthcare reality calls for bold steps like this to reduce hospital readmissions, reduce cost and improve patient well being. We look forward to success with this initiative and wide based adoption of the protocols."