

International Council on Active Aging®
preferred business partners

guide

2 0 1 3

**Age-friendly
products
and services**



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to the active aging industry.*

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**ICAA Preferred Business Partners
Guide 2013
Age-friendly products and services**

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Profiles from the *ICAA Preferred Business Partners Guide 2013* are posted in the "Preferred Business Partners" section of the ICAA website, along with partner images and videos. These may be accessed by clicking "Preferred partners" on the ICAA home page.

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C o m m e n t

Serving the market today & tomorrow



At the recent Athletic Business Expo, held in conjunction with the International Council on Active Aging Conference, I was reminded about the invisibility of the older-adult market to many who work in the health and wellness field. A company rep stopped by the ICAA booth in the exhibit hall to show us his product—an eBook outlining the journeys to wellness of people in the 50-plus age group. This book held no interest for the numerous people to whom he had shown it, he said. Why? Because it focused on individuals over 50, he was told. Having published these stories for a more general audience, the company was now exploring the active-aging industry.

It is remarkable (though hardly surprising) that a majority of businesses are still blind to the potential and power of the older-adult market. In our industry, however, we know that age 50-plus adults are a desirable and growing consumer base for all kinds of health and wellness offerings. Product and service providers that aim to serve this market must recognize the diverse needs and desires of these consumers and set out to meet them.

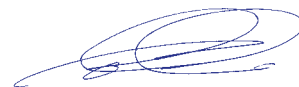
ICAA's *Preferred Business Partners Guide* highlights forward-thinking providers that have done just that. Unique to the field in their support for active aging, ICAA Preferred Business Partners are designing, building and providing offerings specifically to support older-adult health and wellness. These companies are growing in number and diversity, as are their offerings. From spa services to brain fitness, outdoor fitness trails to wellness benchmarks, these products and services are geared to you, our members, and your needs as you create the programs and environments that foster healthy aging.

We publish our annual guide to make you aware of the great resources available to

you through our Preferred Business Partners. Consider what would help improve the quality of life for your members or residents, and discover the possibilities as you go through these pages. As always, we encourage you to purchase your products and services from companies that share your philosophy about, and commitment to, active aging.

Your purchasing decisions speak more loudly than you know. Many companies invest time and resources in developing or refining their offerings because of the ultimate feedback you provide: deciding whether or not to buy. Ultimately, what you decide to purchase today will influence what products and services are available tomorrow.

As the age 50-plus population expands in the years to come, the active-aging industry will need more, and more diverse, offerings for our customers. What will these products be? Who will they benefit? How will you apply them in your organization? Only time will tell. But, remember, you will help drive the future through your purchasing behavior. Make your voice heard! Our industry's growth and success will push those wearing blinders to take them off and see the "invisible" market right in front of their eyes. ☺



Colin Milner, CEO

International Council on Active Aging®

measure



what you manage

Use the ICAA/ProMatura Wellness Benchmarks to measure your wellness program's ROI. To plan for tomorrow, the national benchmarks will define the industry, and how your community can attain competitive positioning.

It took over three years to develop the ICAA/ProMatura Wellness Benchmarks. Right now, retirement communities can join this industrywide effort to move wellness outcomes from isolated or anecdotal reports to solid numbers.

ICAA/ProMatura
Wellness Benchmarks

Learn more at:
www.icaa.cc/Management/benchmarks.htm

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International Council on Active Aging® (ICAA) members gain access to companies interested in doing business with them, and in supporting the active-aging industry, through ICAA's Preferred Business Partner Program. The support of these companies enables ICAA to provide members with programs and services. ICAA encourages members to support these partners in turn, and to take advantage of the additional savings offered to them on products and services.

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Spread the Word.



Wear a Pin.



To order pins online, visit:

www.changingthewayweage.com/campaign-pins.htm

Or call ICAA at **866-335-9777**
(toll-free) or **604-734-4466**.

The ICAA Champions program is one way for organizations and individuals to support ICAA's Changing the Way We Age® Campaign. Now you can demonstrate that support with a campaign pin. Buy a single pin to wear, or as many as you like to give away, sell or exchange for donations to fund Champion activities. If you believe that now is the time to change the way we age, help spread the word as an ICAA Supporting Champion.

1-99 pins: \$5.00 each, plus shipping

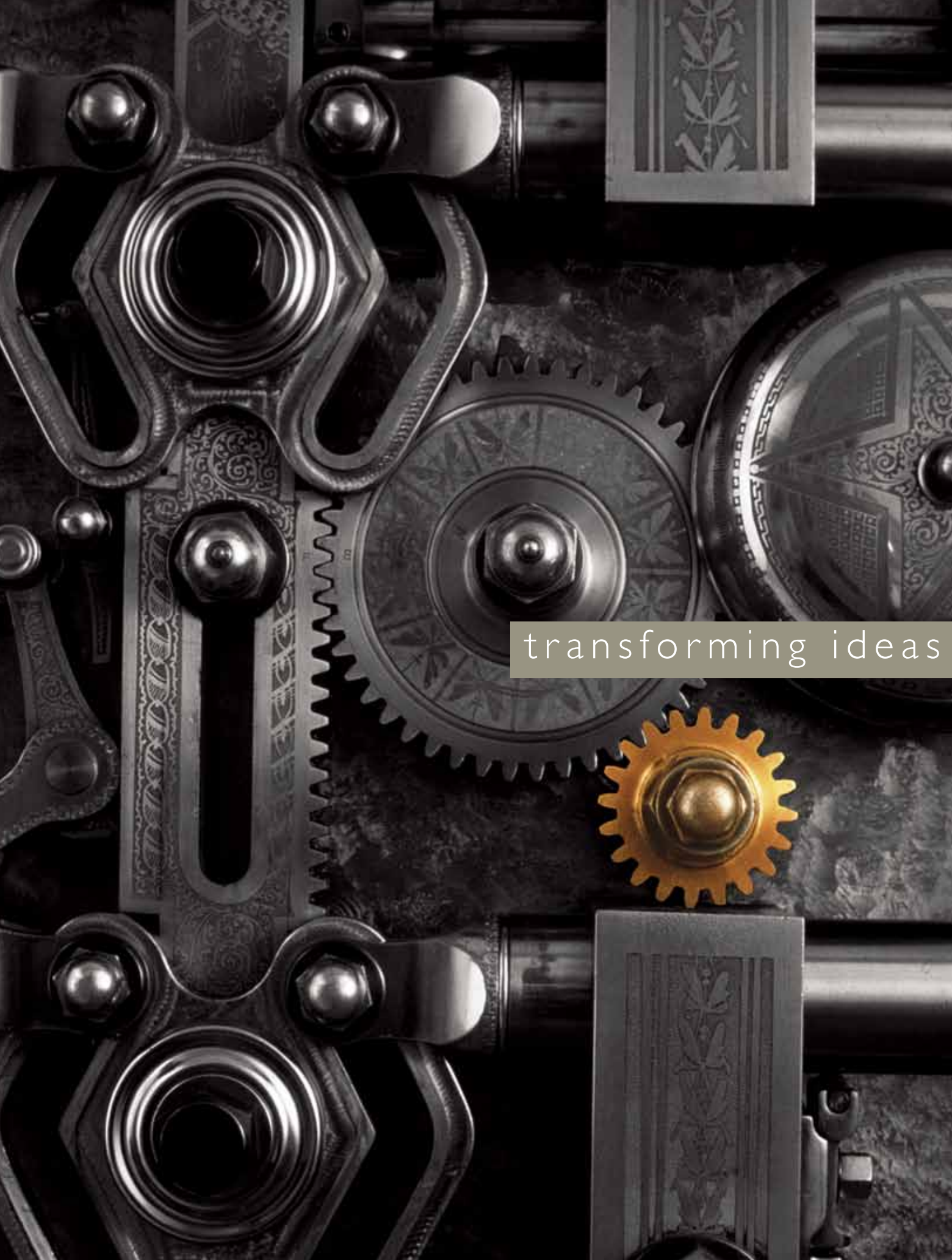
100-249 pins: \$4.00 each, plus shipping

250-999 pins: \$3.50 each, plus shipping

1,000 pins and over: \$3.00 each, plus shipping

Founding Partners





transforming ideas



• Big ideas call for big-picture thinking. As we continue to develop the active-aging industry, we at ICAA look first for the needs to be filled, then for ways to use our influence to fulfill them. Our efforts are not only changing the lives of older individuals, but also changing the way society perceives aging.

into action

The timing has never been better to make a difference. The first step is to **join us**.

**International Council
on Active Aging®**

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Vancouver, BC V6L 2T3
1.866.335.9777
Phone: 604.734.4466
Fax: 604.708.4464
info@icaa.cc
www.icaa.cc



Call, email or go online for a copy of our brochure.





Company

ACP–Accelerated Care Plus

Address

4850 Joule Street, Suite A-1

City

Reno

State/province

Nevada

Zip/postal code

89502

Country

United States

Toll-free

800-350-1100

Fax

800-350-1102

Email

tonytaylor@acplus.com

Website

www.acplus.com

Years in business

39 years

Regional Directors of Business Development

Rob Watts, Business Development–East; Rick Starke, Business Development–Central; Kris Scoumperdis, Business Development–West

National Service Director

Debbie Koepsel, Chief Field Officer

Regional contacts

Varies. Please contact ACP for information.

Discounts & terms

ACP's rehabilitation technology, treatment programs, and therapist training are available for a low monthly program services fee. The programs require no capital expenditures and can be discontinued with just 30 days notice.

Estimated time of delivery

ACP's rehabilitation equipment can be delivered or serviced in as little as 72 hours.

Warranty

ACP's clinical programs and rehabilitation equipment: 30 days. The monthly equipment lease includes all servicing, software updates, calibration, maintenance and 72-hour equipment swap for servicing.

Age-friendly product line or service

ACP's OmniVR Virtual Reality Augmented Therapy System and Omnicycle Motor-Assisted Rehabilitation System accommodate post-acute patients with physical limitations. ACP's advanced therapeutic modalities enable therapists to treat medically complex conditions, including neuromuscular disease, wounds and UI.

Age-friendly features

The OmniVR features a 3-D camera and specialized software to provide interactive, therapeutic exercise activities for patients without the need for hand controllers, mats or platforms. It includes 6 different exercise modes and 3 objective measure tests.

Ongoing marketing & educational support

All ACP clinical programs include initial setup and training; continuing, on-site CEU-approved therapist training; complete equipment maintenance, calibration and swaps for the length of the lease. The programs also include turnkey marketing materials.

In-service training

ACP's CEU-approved therapist education and training covers patient assessment, disease pathology, anatomy, physiology, mechanism of action, documentation and reimbursement for its proprietary medical devices and 26 evidence-based treatment programs.

What inspired your company to produce age-friendly products or services?

Professional athletes have used ACP's technology successfully for years to improve recovery. We believe aging adults should be entitled to the same progressive technology as elite athletes to enhance function and quality of life.

What inspired your founder(s) to form your company?

ACP was founded with the desire to improve outcomes and quality of life for aging adults through progressive rehabilitation technology, evidence-based clinical programs and advanced therapist education. Our mission is to revolutionize rehabilitation.

What sets your company apart from others in the industry?

ACP combines progressive medical technology with evidence-based clinical protocols and on-site therapist training. ACP partners with over 4,500 SNFs, ALFs, ILFs, outpatient clinics, hospitals, and other post-acute therapy providers throughout the United States.



Older adults receive one-on-one physical rehabilitation services from specially trained therapists at ActiveRx

**Company**

ActiveRx

Address

4921 South Alma School Road, Suite 4

City

Chandler

State/province

Arizona

Zip/postal code

85248

Country

United States

Tel

480-840-1460

Fax

888-665-2512

Email

info@activerx.com

Website

www.activerx.com

Years in business

6 years

Age-friendly product line or service

ActiveRx delivers wellness-orientated rehabilitation services through physical and strength therapy. Our medically supervised system focuses on building strength, enhancing physical function, preventing falls, and promoting lifelong active aging. All services are evidence-based, best-practice approaches.

Age-friendly features

Patients receive one-on-one care from physical therapists who take the time to listen and get to know them. Our strength therapists are professionally trained. ActiveRx clinics are warm, inviting environments tailored to the needs of older adults.

What inspired your company to produce age-friendly products or services?

ActiveRx is driven by its mission to “redefine aging.” Everyone at ActiveRx has a passion for serving older adults by inspiring hope via health and wellness services that prevent premature loss of independence and support active aging, while reinstilling time and care into healthcare delivery.

What inspired your founder(s) to form your company?

Our founder, Matt Essex, was a geriatric researcher specializing in strength and aging. He witnessed hundreds of changed lives, which inspired him to create a healthcare delivery system exclusively focused on active aging.

What sets your company apart from others in the industry?

The ActiveRx model is designed to facilitate active aging. Our patient-centered culture allows for a partnership to be established between patients and providers, removing restrictions that interfere with the ability to be physically active.

A mind-body exercise, tai chi can help improve balance. EnerG by Aegis embraces a multidimensional approach to wellness



**Company**

Aegis Therapies

Address

7160 Dallas Parkway, Suite 400

City

Plano

State/province

Texas

Zip/postal code

75024

Country

United States

Toll-free

877-823-8375

Email

brian.boekhout@aegistherapies.com

Website

www.aegistherapies.com

Years in business

13 years

National Sales Manager

Cindy Kasson, Vice President of Sales

National Service Director

Brian Boekhout, National Director of Wellness

Age-friendly product line or service

Aegis Therapies provides skilled therapy and wellness services across the US. EnerG by Aegis provides a multidimensional approach to wellness that can help improve clinical outcomes for participants and operational success for organizations.

Age-friendly features

Aegis Therapies provides therapy and wellness services to the full spectrum of aging adults. While the core piece of our business focuses on seniors, we have programs that span the continuum of the active-aging population.

Ongoing marketing & educational support

EnerG by Aegis features a library of programming and an outcomes tracking tool that shows customers metrics of clinical success (e.g., reduction in falls) and operational success (e.g., enhanced length of stay, lower rehospitalization rates).

In-service training

We have over 120 different educational offerings across the 6 wellness dimensions.

What inspired your company to produce age-friendly products or services?

For the past 13 years, Aegis Therapies has specialized in providing care to older adults.

What sets your company apart from others in the industry?

EnerG by Aegis is a multidimensional wellness model. We analyze each facility's needs from an operational standpoint and from perspectives of resident needs and employees, marketing, and care provision. We tailor programs to drive benefits.



**Company**

BalanceGym, LLC

Address

990 17th Avenue South

City

Naples

State/province

Florida

Zip/postal code

34102

Country

United States

Toll-free

888-522-BGYM (2496)

Tel

888-522-2496

Fax

888-670-6791

Email

info@thebalancegym.com

Website

www.thebalancegym.com

Years in business

4 years, with many years in R&D

National Service Director

Jeanne Buechel

Estimated time of delivery

In stock: 10 business days; out of stock: 12 weeks

Age-friendly product line or service

The BalanceGym Exercise and Rehab Station includes a proprioceptive balance training platform, a multilevel exercise balance step, and easy-to-attach resistance bands.

Age-friendly features

Simple, safe, user-friendly exercise station. Tilts up and rolls into position. Large, easy handle with hydraulic height adjustment. Traction grip stepping surface. Easy attachments for safety belt and exercise bands. Encourages social group-exercise programs.

Ongoing marketing & educational support

Please visit our website to download a copy of our brochure.

What inspired your company to produce age-friendly products or services?

The inspiration came from understanding the population's needs. The BalanceGym was developed by an orthopedic surgeon and a physical therapist working with older adults, helping them rehabilitate or recover from balance-disruptive conditions, injuries and surgeries.

What inspired your founder(s) to form your company?

Direct contact with patients with balance problems inspired the founders to design The BalanceGym and form the company. BalanceGym's mission is to provide a safer environment for exercise and rehabilitation for people with balance problems.

What sets your company apart from others in the industry?

BalanceGym products are designed for people with minor balance conditions or permanent balance impairments, allowing them to safely engage in group or individual weight-bearing exercise or rehabilitation, with or without assistance, at an affordable cost.





Company

Ball Dynamics International, LLC

Address

14215 Mead Street

City

Longmont

State/province

Colorado

Zip/postal code

80504

Country

United States

Toll-free

800-752-2255

Tel

970-535-9090

Fax

877-223-2962

Email

orders@fitball.com

Website

www.fitball.com

Years in business

20+ years

National Sales Manager

Crystal Romberger

Discounts & terms

Please contact us for details.

Estimated time of delivery

1–5 business days for most items

Warranty

30-day unconditional guarantee

Age-friendly product line or service

The FitBALL Active Aging product line includes professional-quality tools for strengthening all major muscle groups, including core and pelvic floor muscles. The FitBALL Active Aging category also focuses on balance training, flexibility and active sitting.

Age-friendly features

Soft-sided weights and small weighted balls with straps are easy to grip. Color-coded sizing for selection ease. Lightweight and portable equipment. Low-impact cardiovascular training. Age-specific education products available.

Ongoing marketing & educational support

Live customer service department answering the phone with a smile—no automated phone mazes to waste your time. Let these service experts help you find the right solution for your active-aging needs.

What inspired your company to produce age-friendly products or services?

Our products have always benefited the active-aging segment. We realized early on that rehabilitation was only one part of the equation and have been selling our premium-quality products to the professional market for preventive exercise and well-being.

What inspired your founder(s) to form your company?

Our company was founded over 20 years ago by a physical therapist who wanted to ensure that her clients and other physical therapists had access to the highest-quality exercise and therapy ball products.

What sets your company apart from others in the industry?

Professional-grade products that cross over from specialized rehab to general fitness. As exercise becomes the prescription for better health and management of chronic conditions, we offer easily implemented product solutions, backed by years of clinic-tested use.





Company

BOSU, a division of Hedstrom Fitness

Address

1 Hedstrom Drive

City

Ashland

State/province

Ohio

Zip/postal code

44805

Country

United States

Toll-free

800-810-6528

Tel

419-289-9310

Fax

419-281-3485

Email

sales@bosu.com

Website

www.bosu.com

Years in business

12 years

National Sales Manager

Shelia Showalter

National Service Director

Steve Brown

Estimated time of delivery

2-4 weeks

Warranty

Home products: 90 days. Commercial products: 1 or 2 years, depending on the product

Age-friendly product line or service

BOSU believes that balance is the foundation of all human performance. We offer products and programming that encourage thoughtful and effective physical training to help people move better, and to make training more interesting and fun.

Age-friendly features

BOSU Balance Training products allow your clients to push themselves a little bit or a lot with a wide variety of exercise options that challenge the core, endurance, strength, flexibility and balance.

Ongoing marketing & educational support

Free exercise clips are available on www.youtube.com/mybosu; free articles, a DVD library and the BOSU Complete Workout System are available at www.bosu.com.

What inspired your company to produce age-friendly products or services?

We wanted to ensure that balance training was available for all ages and skill levels. In a fun and safe manner, BOSU products train the body to move efficiently and help prevent unnecessary falls and injuries.

What inspired your founder(s) to form your company?

According to David Weck (inventor of the BOSU Balance Trainer), "Balance training enhances the quality of my life in many ways. I am more agile, athletic and confident than ever before as a result of BOSU training. I simply feel better because I BOSU."

What sets your company apart from others in the industry?

We offer fitness products that cater to a wide variety of ages and skill levels, and encourage fun and effective workouts.



Eccentron's fun, game-like experience generates objective reports documenting strength and endurance progress for doctors and insurers





The Technology of Human Performance

Company

BTE

Address

7455-L New Ridge Road

City

Hanover

State/province

Maryland

Zip/postal code

21076

Country

United States

Toll-free

800-331-8845

Tel

410-850-0333

Fax

410-850-5244

Email

info@btetech.com

Website

www.btetech.com

Years in business

33 years

National Sales Manager

John Vermette, Vice President, Sales and Service

National Service Director

Brian Leishear, Director of IT and Service

Discounts & terms

Purchase and rental plans available

Estimated time of delivery

4–6 weeks

Warranty

1 year 100%. Extended warranty available

Age-friendly product line or service

With BTE Eccentron, a resistance strength trainer, you can safely increase strength and stability through eccentric muscle training for improved balance, mobility and decreased fall risk. Offer rehab, prevention and conditioning to people with a range of fitness and function levels—from active to frail.

Age-friendly features

The research-proven Eccentron provides effective strengthening for clients with low cardiac output. Comfortable seating and low step-over ensure easy access. Large game feedback display offers a fun, engaging experience.

Ongoing marketing & educational support

Detailed operator's manual, quick start guide and on-site in-service are provided when equipment arrives. The Eccentron system includes on-demand video training. Customer service is available, toll-free, and on-site technicians are provided as needed.

In-service training

A BTE representative provides an in-service when equipment arrives. Easy-to-navigate, intuitive software leads operators through appropriate usage, including positioning, force settings and progression.

What inspired your company to produce age-friendly products or services?

Years of experience in engineering and producing functional rehabilitation systems have made BTE keenly aware of the need to match clients' abilities with superior ergonomic design.

What inspired your founder(s) to form your company?

In 1979, a surgeon recognized the need for new technology to help return patients to the functional demands of their daily routine. He founded BTE to design easy-to-use computerized rehab equipment matching real-life demands.

What sets your company apart from others in the industry?

For 33 years, BTE has provided therapists with superior technology and processes, enabling them to optimize patient and clinic results. Over 5,000 computer-driven BTE systems are used in clinics around the world today.





Company

Cascade Health and Fitness, LLC

Address

17270 Woodinville-Redmond Road NE, Suite 702

City

Woodinville

State/province

Washington

Zip/postal code

98072

Country

United States

Tel

425-402-4062

Fax

425-402-4063

Email

j.post@cascadehealthandfitness.com

Website

www.chairmaster.com

Years in business

1 year

National Sales Manager

John Kennedy

National Service Director

Jennifer Adelman

Discounts & terms

Volume discounts available

Estimated time of delivery

14 days

Warranty

10-year warranty on frame; 3-year warranty on electronics; 1-year warranty on labor

Age-friendly product line or service

The ChairMaster is a new fitness chair that features a recumbent exercise bike that folds out of sight when not in use, plus resistance bands for strength training.

Age-friendly features

Over 40 seated, standing and cycling exercises with the ChairMaster create a low-impact total-body workout that increases strength and flexibility without the use of heavy weights. The comfortable chair design looks great anywhere.

Ongoing marketing & educational support

ACE certification and ongoing Web-based video classes are offered for both institutional applications and residential applications.

In-service training

All service is available via a Web-based training series.

What inspired your company to produce age-friendly products or services?

An aging population that needs to maintain a balanced, customized exercise program: light cardiovascular exercise, seated and standing resistance training, and the ability to address balance and flexibility for fall prevention.

What inspired your founder(s) to form your company?

The very real experience of having family members move through this window of aging.

What sets your company apart from others in the industry?

We are a small team, and we all work directly with our customers to meet their needs quickly and efficiently.





Company

COLLAGE, The Art & Science of Healthy Aging

Address

Kendal Outreach, LLC
1107 East Baltimore Pike

City

Kennett Square

State/province

Pennsylvania

Zip/postal code

19348

Country

United States

Tel

610-335-1283

Fax

610-335-1288

Email

info@collageaging.org

Website

www.collageaging.org

Years in business

7 years

National Sales Manager

Neil Beresin

National Service Director

Neil Beresin

Estimated time of delivery

45 days; we offer 45-day Trial Period Operating Agreements

Age-friendly product line or service

A holistic Web- and evidence-based assessment system to advance healthy aging and improve outcomes of older adults living independently, this national collaborative includes CCRCs, housing programs, home care and community-based agencies.

Age-friendly features

Valid and reliable assessment data leads to the development of personalized healthy aging plans for individuals, and a methodology to target the right programs and services to match needs for a campus or community.

Ongoing marketing & educational support

COLLAGE membership includes access to webinar-based assessment and software training; regular online product-development meetings; annual member-only conferences; educational and promotional publications; and help desk for software, assessment coding, and ad hoc and dashboard reporting.

In-service training

Up to 8 webinars and online software and assessment-related support calls every month. Recorded sessions, when appropriate, are made available to those who are unable to attend a live event.

What inspired your company to produce age-friendly products or services?

A Kendal board member, Knight Steel, MD, former Chief, Health of the Elderly Programme at the World Health Organization, asked, "Does Kendal have a way to measure outcomes and link resident information with organizational performance?"

What inspired your founder(s) to form your company?

The belief that an aging services organization cannot assume that the programs and services it offers to improve healthy aging are well-targeted and lead to better outcomes, unless an evidence-based tool is used to measure them.

What sets your company apart from others in the industry?

To our knowledge, no other aging services group, business or enterprise offers the opportunity to use an evidence-based assessment system to collect critical information *and* develop a data infrastructure collaboratively to drive improved healthy aging outcomes.





Company

Conductorcise, LLC

Address

PO Box 248

City

Bedford Hills

State/province

New York

Zip/postal code

10507

Country

United States

Tel

914-244-3803

Fax

914-244-3878

Email

info@conductorcise.com,
elizabeth@dworkincompany.com

Website

www.conductorcise.com

Years in business

11 years

Age-friendly product line or service

Conductorcise is a joyous physical program that uses the magic of classical music to prompt brain and physical stimulation and engagement. Proven over a period of 11 years, Conductorcise is a program where participants can only be successful. A flexible, fun way to improve mind, body and spirit.

Age-friendly features

Performed seated or standing, Conductorcise is accomplished at a participant's own pace. Creates balance, stretching, blood circulation and brain stimulation throughout the workout in an uplifting setting and to music people know and love.

Ongoing marketing & educational support

Conductorcise creates an ongoing relationship with participants and certified conductors through a blog, materials and the "Certification Corner."

In-service training

A certification program allows individuals and venues to provide the Conductorcise program on an ongoing basis. Refer to the "Certification Corner" on the Conductorcise website for information.

What inspired your company to produce age-friendly products or services?

The great need for a fun, energetic program of symphonic music and education that creates engagement with participants and inspires motion and brain "tuning."

What inspired your founder(s) to form your company?

David Dworkin's devotion to and passion about music and the benefits it brings to people. Throughout his conducting career, Dworkin sensed the relationship between the sounds and movements of music and mental and physical well-being.

What sets your company apart from others in the industry?

A nationally recognized program that combines cardio strengthening and classical music, Conductorcise is respected by health and fitness experts for healthy older adults and individuals with Alzheimer's, dementia, Parkinson's, diabetes and other challenges.





Company

Cornell Communications, Inc.

Address

7915 North 81st Street

City

Milwaukee

State/province

Wisconsin

Zip/postal code

53223

Country

United States

Toll-free

800-558-8957

Tel

414-351-4660

Fax

414-351-4657

Email

sales@cornell.com

Website

www.cornell.com

Years in business

42 years

National Sales Manager

Nathan Turner

National Service Director

James Schweda

Regional contacts

Greg Gerovac, Northwest Region; John McGowan, Southwest Region; Dan Mueller, Northeast Region; Rob Tschimperle, Southeast Region

Discounts & terms

Discounts determined by sales volume. Terms: 2% 10, net 30

Estimated time of delivery

2-4 weeks

Warranty

Three years on all Cornell-manufactured components. (A 10-year warranty to senior housing residences when registered with Cornell at time of sale.) Purchase items such as pocket pagers and power supplies maintain their manufacturer's warranty, which is typically 1 year.

Age-friendly product line or service

Cornell Communications provides Nurse Call, ADA Area of Rescue, Door Monitoring, Data Logging, and Pocket Paging emergency communications systems with an expertise in senior housing.

Age-friendly features

Cornell Communications offers easy-to-use systems that offer the choice of visual or voice call stations or wireless pendants for the residents to request help.

Ongoing marketing & educational support

Cornell Communications has a 24/7 technical and customer support team, supplemented by a US-wide dealer network to assist with any installation or service needs. We provide manuals and wiring diagrams on all systems.

In-service training

Scheduled on request, either on-site or at our Milwaukee headquarters.

What inspired your company to produce age-friendly products or services?

Fast and efficient communication is vital when ensuring the safety of older adults or those in need of assisted care. A dependable emergency communication system can make a life-or-death difference when responding to emergency situations.

What inspired your founder(s) to form your company?

Cornell's founders saw an opportunity to bring solutions with enhanced quality and variety to the marketplace.

What sets your company apart from others in the industry?

A full line of products allows senior housing personnel to select the system that best meets their residents' needs. While skilled care residents may need only visual call systems, more active seniors may prefer voice intercom capability or wireless pendants.



**Company**

Dial Corporation, A Henkel Company

Address

19001 North Scottsdale Road

City

Scottsdale

State/province

Arizona

Zip/postal code

85255

Country

United States

Toll-free

800-253-3425

Tel

480-754-6567

Fax

480-754-2658 (Attn: Yon Makino)

Email

yon.makino@henkel.com

Website

www.dialprofessional.com

Years in business

Over 61 years

Marketing Manager

Yon Makino

Age-friendly product line or service

Dial offers mild and efficacious personal hygiene solutions—from hand soaps to hand sanitizers to lotions and body washes. Dial also offers liquid and foaming soaps certified by Green Seal for environmentally conscious users.

Age-friendly features

Dial is a leader in personal care products that provide protection from harmful germs. Dial products are skin-friendly, and many are dermatologist-tested and hypoallergenic.

Ongoing marketing & educational support

Proper hand washing and hand sanitizing protect you and others around you. Dial offers access to materials that guide where washing versus sanitizing is more appropriate, and proper washing and sanitizing technique is demonstrated.

What sets your company apart from others in the industry?

From antibacterial bar soap in 1948, to antibacterial liquid hand soap in 1989, to the more recent patented technology of Dial Complete Foaming Soap, Dial continues to innovate and develop products that keep people healthy.



**Company**

DINOFLEX—Recycled Rubber Surfaces

Address

PO Box 3309, 5590 46th Avenue SE

City

Salmon Arm

State/province

British Columbia

Zip/postal code

V1E 4S1

Country

Canada

Toll-free

877-713-1899

Tel

250-832-7780

Fax

250-832-7788

Email

info@dinoflex.com

Website

www.dinoflex.com

Years in business

23 years

National Sales Manager

Corey Shaw

Warranty

Depends on the product

Age-friendly product line or service

DINOFLEX manufactures indoor and outdoor recycled rubber surfaces.

Age-friendly features

DINOFLEX products are slip resistant, sound absorbing, stain resistant, and durable. They are low in maintenance, and feature low volatile organic compounds. DINOFLEX products are available in many attractive colors.

Ongoing marketing & educational support

Our website hosts our installation and product guides, and reference materials on applications for our products. With trained dealers and distributors throughout North America, help is close by. Or phone DINOFLEX direct.

In-service training

DINOFLEX products are easy to install and easier to maintain. Once the tiles have been laid, there is minimal maintenance required—enjoy your new floor!

What inspired your company to produce age-friendly products or services?

The benefits of DINOFLEX products—slip resistant, stain resistant, durable and low maintenance—make our products a great choice for age-friendly applications.

What inspired your founder(s) to form your company?

DINOFLEX was founded on the premise of environmental stewardship. We manufacture our products using post-consumer tire rubber to create beautiful, sustainable, high-functioning flooring and outdoor surfaces.

What sets your company apart from others in the industry?

DINOFLEX is known for its loyalty to its customers and dealers. We have quick turnaround times and the ability to create custom colors and logos.



Award-winning Elizabeth Arden Red Door Spa offers signature spa and salon services, specialty treatments and wellness recommendations



RED DOOR SPA
Elizabeth Arden

Company

Elizabeth Arden Red Door Spa

Address

300 Main Street, 8th Floor

City

Stamford

State/province

Connecticut

Zip/postal code

06901

Country

United States

Tel

203-905-1700

Fax

203-905-1738

Email

sjones@rdspas.com

Website

www.reddoorspas.com

Years in business

102 years

National Sales Manager

Shelby Jones

National Service Director

Amanda Anderson

Age-friendly product line or service

Red Door Spa offers a specialized menu of 25-minute Wellness Break services tailored for seniors. Red Door Wellness Breaks are customized to fit the needs of clients residing in senior living communities.

Age-friendly features

Our technicians provide a host of Wellness Break services, including massage, reflexology, facial, manicure, pedicure, hair and scalp treatment, and shampoo and blow-dry.

What inspired your company to produce age-friendly products or services?

The spa is the perfect place to address health, wellness, and pain management issues, and our expert technicians can provide treatments customized to enhance well-being for older adults.

What inspired your founder(s) to form your company?

Red Door Spa promotes the legendary techniques of Elizabeth Arden, whose fundamental belief was that beauty should be “an intelligent union of nature and science to develop one’s finest natural assets.”

What sets your company apart from others in the industry?

Red Door Spa has 30 day-spa and resort locations in the US, each with a comprehensive spa menu including renowned signature services, enhanced specialty treatments and wellness recommendations.



Is your dining room prepared for an emergency? Enjoy peace of mind and a safe environment with products and training from Emergency Skills





Company

Emergency Skills, Inc.

Address

350 Seventh Avenue, Suite 505

City

New York

State/province

New York

Zip/postal code

10001

Country

United States

Tel

212-564-6833

Fax

212-564-6793

Email

sarahg@emergencyskills.com

Website

www.emergencyskills.com/AED-Sales-CPR-Training.html

Years in business

36 years

National Sales Manager

Sarah V. Gillen

National Service Director

Sarah V. Gillen

Discounts & terms

Varies. Please call for more information.

Estimated time of delivery

Defibrillators are in stock and ready to ship. Training typically requires approximately 3–4 weeks' notice.

Warranty

5-year warranty for Philips Heartstart defibrillators. Extended warranties are available.

Age-friendly product line or service

Emergency Skills, Inc., offers a comprehensive solution for a medical emergency: automated external defibrillator (AED) programs, including Philips Heartstart defibrillators, American Heart Association training, Municipal Compliance, and E-tracking for supplies and trainees.

Age-friendly features

The Heartstart OnSite defibrillator is among the most user-friendly AEDs available. The OnSite has clear voice prompts and lights, which give the user step-by-step instructions during an emergency.

Ongoing marketing & educational support

The ESI staff is available to answer any client questions. Each participant in our training programs receives an American Heart Association handbook as a resource and each Philips defibrillator ships with instructions for use.

In-service training

Yes.

What inspired your founder(s) to form your company?

Our founder witnessed firsthand the poor condition in which victims were arriving at the emergency room. Our goal is to train people in first aid and CPR to prevent an emergency from escalating to a tragedy.

What sets your company apart from others in the industry?

ESI is a small business focused on customer service. At the same time, we have the resources to implement a national program. Our services help ensure your AED program is complete and easy to maintain.



**Company**

Exerstrider Products, Inc.

Address

PO Box 6714

City

Madison

State/province

Wisconsin

Zip/postal code

53716-0714

Country

United States

Toll-free

888-285-7392

Tel

608-223-9321

Fax

608-223-9320

Email

seniorprograms@exerstrider.com

Website

www.exerstrider.com

Years in business

24 years

National Sales Manager

Jan Thiel

National Service Director

Tom Rutlin

Discounts & terms

Generous discounts available. Please call for details.

Estimated time of delivery

5–10 days

Warranty

1 year unconditional; lifetime against defects

Age-friendly product line or service

Exerstrider walking poles help turn walking into a safer, functional total-body exercise, which builds muscle and cardiovascular fitness while improving walking confidence, balance, gait and posture. A versatile class participation or independent exercise activity.

Age-friendly features

Exerstrider's fully adjustable walking poles have age-friendly ergonomic strapless grips, and 2 easy-locking options, allowing for safe custom adjustment. Fitness and stability techniques can be learned quickly. A functional alternative to canes and walkers.

Ongoing marketing & educational support

Each pair of poles comes with a 5-star rated instructional DVD and manual. Staff and resident training, staff certification programs, and fitness walking/fall prevention program development assistance is available. Toll-free customer support line provided.

In-service training

Fitness walking, falls prevention, sit-to-stand, and balance/posture improvement in-service training available. We can also assist you in creating function-improving pole exercise classes, as well as self-directed community walking-pole programs.

What inspired your company to produce age-friendly products or services?

Exerstrider walking poles were developed to assist people of all ages in improving their health and fitness. Our walking poles just happen to offer many benefits of critical interest and importance to aging populations.

What inspired your founder(s) to form your company?

When Tom Rutlin (age 65) invented this total-body version of walking more than 25 years ago, he immediately realized that it was an exercise that could benefit people of all ages and abilities throughout life.

What sets your company apart from others in the industry?

We focus on just one easy-to-use, economical, safe and highly effective exercise product, which, despite its economy and simplicity, offers health and fitness benefits and motivation to people of all ages.





Company

Flynn Construction Management General Contracting, Inc.

Address

600 Penn Avenue

City

Wilkinsburg

State/province

Pennsylvania

Zip/postal code

15221

Country

United States

Toll-free

800-434-7759

Tel

412-243-2483

Fax

412-243-7925

Email

info@flynn-construction.com

Website

www.flynn-construction.com

Years in business

23 years

National Sales Manager

Melissa A. Phillips

National Service Director

Crissy Timko

Discounts & terms

Free preconstruction services, including site surveys, budget preparation, landlord lease negotiation advice and drawing analysis.

Estimated time of delivery

Once permits are obtained, Flynn can begin construction immediately anywhere in the United States.

Warranty

1 year following end of construction

Age-friendly product line or service

Flynn is a high-performance national construction management, general contracting, and design build firm with experience building commercial and residential housing, health and fitness facilities, restaurants, retail, schools and office buildings. Flynn Construction is LEED certified and a member of the US Green Building Council. Flynn is committed to using environmentally sustainable construction practices, materials and systems.

What inspired your company to produce age-friendly products or services?

We were inspired to break into the age-friendly construction business because the number of aging adults is growing rapidly, and so is the need for knowledgeable, experienced construction companies to build the infrastructure to support them.

What inspired your founder(s) to form your company?

Tom O'Connor, the owner and president, began his career as a tile subcontractor working for general contractors. This experience inspired him to build his own general contracting business, which has become a top-rated US firm. He strives for excellence in all that he does.

What sets your company apart from others in the industry?

What sets us apart is our years of construction experience and our knowledge of the work that goes into building all the different facets of a retirement or assisted living community, wellness center or fitness facility. Flynn brings skills, attention to detail, and a passion for craftsmanship.





Company

Green Fitness Equipment Company

Address

2683 Via De La Valle, Suite G-319

City

Del Mar

State/province

California

Zip/postal code

92014

Country

United States

Toll-free

855-496-8665

Tel

855-496-8665

Fax

855-496-8665

Email

sales@greenfitco.com

Website

www.greenfitco.com

Years in business

1 year

National Sales Manager

Tina Pauley

National Service Director

Green Fitness Equipment Company Technical Support

Estimated time of delivery

2 weeks from placement of order

Warranty

90 days

Age-friendly product line or service

The treadmill saver and gymTOOLKIT provide preventive maintenance solutions to keep active older adults safe in the gym.

Age-friendly features

The traffic light concept of the treadmill saver makes it easy to determine if a treadmill is operating properly. Green, yellow and red allow maintenance staff to be alerted immediately.

Ongoing marketing & educational support

Our educational support includes online FAQ, online manuals, our technical support hotline, email support and online how-to videos.

In-service training

We provide training material in the quick start manual, reference handbook, and installation protocol provided with the treadmill saver and gymTOOLKIT.

What inspired your company to produce age-friendly products or services?

Equipment is not intuitive, so a monitoring system and preventive maintenance tools are needed to reduce the risk of injury. Safety, reduced costs, and equipment uptime help keep the active-aging community fit.

What inspired your founder(s) to form your company?

The lack of a check engine light and the proper tools to make simple repairs on equipment was a void that needed to be filled with the treadmill saver and gymTOOLKIT.

What sets your company apart from others in the industry?

Green Fit Co. is set apart by its mission to keep fitness equipment running safely.



Greenfields Outdoor Fitness equipment allows seniors to engage in low-impact, socially oriented exercise





Company

Greenfields Outdoor Fitness, Inc.

Address

2625 South Orange Avenue

City

Santa Ana

State/province

California

Zip/postal code

92707

Country

United States

Toll-free

888-315-9037

Tel

888-315-9037

Fax

866-308-9719

Email

info@greenfieldsfitness.com

Website

www.greenfieldsfitness.com

Years in business

2007 to present

National Sales Manager

Please call.

National Service Director

Please call.

Regional contacts

Please call to find a representative near you.

Discounts & terms

Contact Greenfields at 888-315-9037, ext. 101.

Estimated time of delivery

4–6 weeks

Warranty

Limited 10-year warranty on steel posts, welds, bars and metal accessories; limited 5-year warranty on bearings and steel pins; limited 2-year warranty on molded fiberglass seats, plastics, clamps and rubber parts

Age-friendly product line or service

Greenfields provides well-planned outdoor fitness settings that are both fun and accessible for active older adults, with activities that are physical and social in nature. With the introduction of our new ADA-accessible units, an even-wider demographic can exercise outside in Greenfields' fitness zones.

Age-friendly features

Greenfields' "Body Resistance" equipment uses body weight for resistance and strength training. Greenfields' "Resistance Free" units are designed to create low-impact activity that combines stretching and flexibility, thus allowing active adults to improve agility.

Ongoing marketing & educational support

Literature is available upon request.

What inspired your company to produce age-friendly products or services?

We believe that Greenfields Outdoor Fitness Zones are one of the best investments in the future of older-adult communities.

What sets your company apart from others in the industry?

New ADA-accessible units enable users in wheel-chairs to exercise without transferring. Units require no electricity, minimal maintenance, and are designed to withstand the elements. The fitness zones are multigenerational, allowing seniors, their children and their grandchildren to benefit; and social, as multiple people can exercise on one unit. Finally, they are free to use 24/7.





Company

HealthCare International, Inc.

Address

PO Box 1509

City

Langley

State/province

Washington

Zip/postal code

98260

Country

United States

Toll-free

800-398-9121

Tel

360-321-7090

Fax

360-321-7091

Email

sales@hcifitness.com

Website

www.hcifitness.com

Years in business

21 years

Discounts & terms

ICAA member discount

Estimated time of delivery

5 business days

Warranty

Lifetime frame; 1 year labor; 3 years all parts, full commercial

Age-friendly product line or service

We offer high-quality, affordable products for active aging. The PhysioStep combines a stable and stress-free recumbent sitting position with the smooth, natural feel of an elliptical. Provides an easy and effective low-impact total-body workout.

Age-friendly features

The PhysioStep RXT and MDX feature a walk-through design, oversized foot pedals, ergo-grip handles, a large easy-to-read display, and a comfortable seat. The arms, seat and seat back are fully adjustable. MDX features include a large swivel seat.

Ongoing marketing & educational support

The PhysioStep is easy to use and operate. A detailed instruction manual is included with each unit. We also have an in-house service manager and US-wide service network. White-glove delivery and installation is available.

What inspired your company to produce age-friendly products or services?

The inspiration for the PhysioStep came from our founder's 30 years of experience working with cardiac rehab, physical therapy and wellness centers. Years of product development and testing led to the PhysioStep's smooth elliptical feel.

What inspired your founder(s) to form your company?

Founded in 1992, our company recognized the growing need for health and wellness for the active-aging population. Today, we are a family business providing innovative products for wellness, active aging and fitness testing.

What sets your company apart from others in the industry?

Offering affordable prices for high-quality commercial products is what sets us apart. We strive to develop innovative products to meet the needs of our customers and pride ourselves on strong customer service.





STAY YOUNGSM

Company

Healthways

Address

1445 South Spectrum Boulevard, Suite 100

City

Chandler

State/province

Arizona

Zip/postal code

85286

Country

United States

Toll-free

888-423-4632

Website

www.silversneakers.com

Years in business

16 years

National Sales Manager

Bill Carstarphen, Senior Sales Executive, National, bill.carstarphen@healthways.com; Mark Lopez, Senior Sales Executive, National, mark.lopez@healthways.com

Age-friendly product line or service

SilverSneakers is Healthways' featured fitness program, which motivates and inspires older adults to get active and stay fit. It is available to Medicare-eligible people with Medicare Advantage plans, Medicare Supplement insurers and group retiree plans.

Age-friendly features

SilverSneakers offers an innovative blend of physical activity, healthy lifestyle and social programming that allows active adults of all abilities and fitness levels to take greater control of their health. SilverSneakers is delivered to more than 11,000 fitness and wellness facilities.

Ongoing marketing & educational support

The SilverSneakers Fitness Program's team of in-house marketing professionals provides award-winning brand campaigns, collateral material and comprehensive strategic plans. SilverSneakers supports up to 16 star-rating performance and quality measures. Technical and customer service support is available.

In-service training

Convenient training for participating locations and staff. SilverSneakers instructors receive training and strict certification qualification programs, plus choreography exchanges.

What inspired your company to produce age-friendly products or services?

The older-adult population, at the highest risk of sedentary-based illnesses, receives great benefits from physical activity. SilverSneakers is a medium for delivering quality group-fitness solutions for older adults.

What inspired your founder(s) to form your company?

Our founder was inspired by her father, who, after a heart attack, regained his strength and independence through regular exercise. She became dedicated to spreading the benefits of physical activity to older adults.

What sets your company apart from others in the industry?

SilverSneakers is proven to reduce participants' healthcare costs and improve well-being. Results-oriented physical activity, healthy lifestyle promotion and social programming are offered to members of participating Medicare health plans at no additional cost.





Company

Heritage Healthcare, Inc.

Address

536 Old Howell Road

City

Greenville

State/province

South Carolina

Zip/postal code

29615

Country

United States

Toll-free

877-508-3237, ext. 112

Tel

864-244-3626

Fax

877-508-8714

Email

aeads@heritage-healthcare.com

Website

www.heritage-healthcare.com

Years in business

13 years

Vice President, Business Development

Jerry Yarnish

Executive Vice President

Al Eads

Regional contacts

Christy Davis, OTR

Age-friendly product line or service

Heritage Healthcare is an independently owned provider of therapy management services to long-term care, assisted living and continuing care retirement communities throughout the United States.

Age-friendly features

Heritage Healthcare is a contract rehab provider offering physical therapy, occupational therapy, speech-language pathology, post-acute care, senior rehab and therapy management services with a compassionate care philosophy.

Ongoing marketing & educational support

We offer marketing support—a focused, systematic approach to census development—to our partners; we communicate changes in Medicare regulations and reimbursement to associates and customers; and we provide educational in-services to our customers' staff, residents, and their responsible parties.

In-service training

Heritage Healthcare provides in-service training to our customers' staff and key personnel.

What inspired your company to produce age-friendly products or services?

We are people who want to take care of people. Our goal is to treat each patient with dignity and respect, recognizing his or her own goals and limitations and providing personalized, quality rehabilitative care.

What inspired your founder(s) to form your company?

Our founders were inspired by the opportunity to form a company that makes a difference in the lives of others. Heritage therapists treat others the way they would want to be treated or would want their loved ones to be treated.

What sets your company apart from others in the industry?

Heritage Healthcare is an independently owned provider of therapy services. We have an innovative therapy management and partnership approach to client relationships that delivers both clinical and financial outcomes.





Company

HUR Health and Fitness Equipment

Address

3019 Commercial Avenue

City

Northbrook

State/province

Illinois

Zip/postal code

60062

Country

United States

Toll-free

866-729-2636

Tel

847-729-2636

Fax

847-509-4500

Email

sales@hurusa.com

Website

www.hurusa.com

Years in business

23 years

National Sales Manager

Duane Anderson

National Service Director

Michael Black

Estimated time of delivery

6–8 weeks

Warranty

1 year limited; 5 years for frame

Age-friendly product line or service

HUR manufactures computerized exercise machines and balance testing systems designed to implement—and measure—active-aging programs for functionality, falls prevention, continence, independence and physical therapy. Our Smart Card products are available for various settings.

Age-friendly features

HUR machines are easy on/off, nonintimidating, and safe—from close to 0 resistance to stepless increase. The HUR Smart Card system automatically sets up machines (resistance, repetition, heart rate limit), promoting independence while lowering costs.

Ongoing marketing & educational support

24/7 technical and software support.

In-service training

Initial training in connection with installation and ongoing training online.

What inspired your company to produce age-friendly products or services?

HUR Health and Fitness Equipment is committed to promoting active and healthy aging.

What inspired your founder(s) to form your company?

With no weight stacks, HUR air-resistance technology was created to allow safe, effective exercising and rehabilitation, including high-speed power exercising.

What sets your company apart from others in the industry?

We provide the following comprehensive solutions to implement—and measure—active-aging programs and their outcomes: Smart Card software system, computerized exercise machines, computerized HUR iBalance systems and body composition measurement systems.



Walking on a HydroWorx underwater treadmill allows for safe and nearly pain-free exercise and rehabilitation

**Company**

HydroWorx

Address

1420 Stoneridge Drive

City

Middletown

State/province

Pennsylvania

Zip/postal code

17057

Country

United States

Toll-free

800-753-9633

Tel

717-902-1923

Fax

717-902-1933

Email

corporate@hydroworx.com

Website

www.hydroworx.com

Years in business

14 years

National Sales Manager

Rob Miller

National Service Director

Katon Tressler

Estimated time of delivery

Delivery time frame ranges from 120 to 250 days, depending on the product ordered. Quicker delivery dates can be accommodated upon request, if the HydroWorx manufacturing schedule allows.

Warranty

Products are backed with component-specific warranties for up to 5 years. All moving parts and service have a 1-year warranty. Extended warranty and service plans are available.

Age-friendly product line or service

By combining the healing properties of water and the various features of HydroWorx products, individuals are able to exercise or rehabilitate in a nearly pain-free environment.

Age-friendly features

HydroWorx pools offer an ascending and descending pool floor; an underwater treadmill with support bars for secure gait training, and resistance-therapy jets. Our deep-tissue massage capabilities are popular on achy and arthritic joints.

Ongoing marketing & educational support

HydroWorx makes consumer education a priority. We strive to provide our customers with the most current resources, information, training, video case studies and DVDs.

In-service training

Start-up and service training are included with all pool purchases. Training includes comprehensive product training, reimbursement and marketing guidance.

What inspired your company to produce age-friendly products or services?

We feel that our aquatic therapy products provide the perfect medium for the aging population to remain active and prevent injuries by exercising in a stress-free environment, without the fear of falling or accessibility issues.

What inspired your founder(s) to form your company?

All of the company's founders and key believers have had a personal experience with either aquatic therapy or the HydroWorx technology. This personal experience fuels an inner passion to create products that help others.

What sets your company apart from others in the industry?

Our commitment to customer service and innovating new products, as well as aquatic education and research.



Company

ICAA/ProMatura Wellness Benchmarks

Address

3307 Trutch Street

City

Vancouver

State/province

British Columbia

Zip/postal code

V6L 2T3

Country

Canada

Toll-free

866-335-9777

Tel

604-734-4466

Fax

604-708-4464

Email

info@icaa.cc

Website

www.icaa.cc/management/benchmarks.htm

Years in business

4 years

National Sales Manager

Patricia Ryan

National Service Director

Patricia Ryan

Age-friendly product line or service

The ICAA/ProMatura Wellness Benchmarks is a free, Web-based, user-friendly system for retirement communities that provide wellness services—lifestyle activities, fitness and health education. Enter information, track resident participation and satisfaction, and generate on-demand reports showing utilization and the links between participation and satisfaction.

Age-friendly features

The benchmarking system makes it easy to track participation in purposeful wellness activities and relate these to business objectives of occupancy, utilization and resident satisfaction. Benchmarks guide business decisions for each property; aggregated data is used for national benchmarks.

Ongoing marketing & educational support

A comprehensive package of support includes webinars, a detailed Toolkit, personalized tours of the system, telephone support and email support. Monthly newsletters and phone calls offer tips and suggestions.

In-service training

Available upon request.

What inspired your company to produce age-friendly products or services?

The ICAA/ProMatura Wellness Benchmarks were created following a meeting of industry leaders who asked for a tool that could be used to objectively measure the return on investment of wellness programs.

What inspired your founder(s) to form your company?

The International Council on Active Aging, a professional association, partnered with the ProMatura Group, a research firm for senior living, to leverage the expertise of both organizations to provide the active-aging industry with a needed tool.

What sets your company apart from others in the industry?

Enrollment in the benchmarking system is free to retirement communities. The benchmarks help answer the key questions: Does participation in wellness lead to greater satisfaction with the community, longer length of stay and residents' self-rated health?



Physical rehabilitation helps clients get back to the activities they enjoy in life



Company

Infinity Rehab

Address

25117 SW Parkway, Suite D

City

Wilsonville

State/province

Oregon

Zip/postal code

97070

Country

United States

Toll-free

888-757-3422

Tel

503-570-3665

Fax

503-570-9155

Email

mwilhelm@infinityrehab.com

Website

www.infinityrehab.com

Years in business

13 years

National Sales Manager

Mark Wilhelm

National Service Director

Laura Cantrell

Age-friendly product line or service

Infinity Rehab provides physical therapy, occupational therapy, and speech-language pathology outpatient services to adults residing in retirement communities throughout the US.

Age-friendly features

Infinity Rehab's Aging In Motion-Successfully (AIMS) program helps older adults maintain and restore strength, mobility and vitality. Therapists screen residents, providing individualized treatment and wellness classes designed to maximize independence.

Ongoing marketing & educational support

The AIMS program helps retirement communities differentiate their services and demonstrate commitment to supporting the aging process. We provide extensive educational resources to our therapists, enabling them to bring current evidence-based clinical programming to our customers.

In-service training

We provide industry updates, restorative nursing training and consultative services to our community customers.

What inspired your company to produce age-friendly products or services?

Aging adults want and need to maintain vitality in residential settings, and therapy can help. Many issues that older adults face are predictable and can be slowed or reversed with early intervention.

What inspired your founder(s) to form your company?

Our company is operated by therapists who believe in the importance of keeping older adults active and well throughout their lives.

What sets your company apart from others in the industry?

Our entire leadership team is comprised of therapists from all disciplines who believe in keeping older adults active and independent. Therapists using the AIMS program in independent and assisted living settings are prepared to identify functional deficits in the early stages.





Company

Institute for Preventive Foot Health (IPFH)

Address

Main office: 1519 West Front Street, Statesville,
North Carolina, 28677

Field office: 250 Trace Ridge Road, Birmingham,
Alabama, 35244

Country

United States

Toll-free

877-777-4734

Fax

Main office: 704-838-7006

Field office: 205-982-7931

Email

contact@ipfh.org

Website

www.ipfh.org

Years in business

10 years

Age-friendly product line or service

IPFH offers preventive foot-health research, education and tools for staff and community residents. IPFH's resources are designed to help every individual achieve greater quality of life at any age.

Age-friendly features

IPFH has undertaken the task of assessing America's foot health. The results of IPFH's national research have been summarized and reported by age groups. Available educational tools are written to appeal to all ages.

Ongoing marketing & educational support

Educational resources available from IPFH include a 2009 DVD presentation called "Quality of Life Begins With Understanding Your Feet," a 2012 National Foot Health Assessment research results summary booklet, and a 24-page Foot Owner's Manual.

In-service training

Foot-health educational programming assistance, including IPFH's innovative Walking Partners program design, is available and can be tailored to each facility's specific needs.

What inspired your company to produce age-friendly products or services?

The intensity and pervasiveness of foot problems that exist throughout all walks of life—but which go unspoken, unattended and unresolved—formed the basis for IPFH's educational mission and the sharing of IPFH's Integrated Solution.

What inspired your founder(s) to form your company?

The passion to conduct research on the status of foot health and the desire to share a simple yet elegant preventive foot-health solution with the world compelled our founder to form IPFH.

What sets your company apart from others in the industry?

The "ministry," passion, vision and mission of IPFH set us apart. Simply stated, we exist for the purpose of sharing preventive foot-health knowledge and solutions that, in turn, provide greater quality of life.



**Company**

Intel-GE Care Innovations

Address

3721 Douglas Boulevard, Suite 100

City

Roseville

State/province

California

Zip/postal code

95661

Country

United States

Toll-free

800-450-0970

Tel

800-450-0970

Fax

916-772-3137

Email

seniorliving@careinnovations.com

Website

www.careinnovations.com

Years in business

2 years

National Sales Manager

Bryce Porter

Discounts & terms

Please contact Sales Manager.

Estimated time of delivery

Please contact Sales Manager.

Warranty

Please contact Sales Manager.

Age-friendly product line or service

Intel-GE Care Innovations creates technology-based solutions that give people confidence to live independently, wherever they are. We offer tools to assist with chronic disease management, sensor-based activity monitoring, and a personal emergency response system.

Age-friendly features

Intel-GE Care Innovations QuietCare uses advanced motion-sensor technology that learns the daily activity patterns of residents and sends alerts to help caregivers respond to potentially urgent situations. Intel-GE Care Innovations Guide facilitates care management in the home; Intel-GE Care Innovations Link connects older adults to caregivers at the push of a button, from anywhere in the home.

Ongoing marketing & educational support

Care Innovations can manage a full turnkey system or create a custom solution. Assistance includes patient qualification; installation and training; monitoring and refurbishment. All products are supported by user manuals for both caregivers and residents or patients.

What inspired your company to produce age-friendly products or services?

Our vision is of millions of people living healthy connected lives. Care Innovations spent nearly 12 years living with, talking with, and listening to people at all levels of healthcare and independent living to include them as active participants in the solutions we deliver.

What inspired your founder(s) to form your company?

Care Innovations is a joint venture combining GE's expertise in healthcare and Intel Corporation's expertise in technology to change the way care and solutions are delivered.

What sets your company apart from others in the industry?

Care Innovations has a deep commitment to the customer. Our approach is to begin with knowledge about the people who use and interact with our products, then add our extensive technology expertise to deliver innovative solutions.



Chair Sit-and-Reach



**Company**

Interactive Health Partner

Address

785 West 1700 South, Suite 1

City

Salt Lake City

State/province

Utah

Zip/postal code

84104

Country

United States

Toll-free

877-654-3837

Tel

801-973-9993, Option 3

Fax

801-973-9923

Email

info@interactivehealthpartner.com

Website

www.interactivehealthpartner.com

Years in business

18 years

National Sales Manager

Janet Brady, MS

National Service Director

Denise Allen

Discounts & terms

First payment due 30 days after contract signed.
Quarterly payments are optional.

Estimated time of delivery

1 week

Age-friendly product line or service

The Interactive Health Partner provides simple on-line tools designed to manage the wellness of older adults. Fall risk assessments, health metrics recording, and pedometer walking programs are just some of the IHP features.

Age-friendly features

The IHP measures falls risk by providing built-in assessments such as the Senior Fitness Test and the Fullerton Advanced Balance Tests. The system generates outcome reports for the individual resident and the community as a whole.

Ongoing marketing & educational support

Ongoing business development consultation and on-site training/implementation are some services we provide. Support is available online or through a toll-free number.

In-service training

On-site training, webinar-based training and video tutorials are offered. Program design consulting and business development services are available upon request.

What inspired your company to produce age-friendly products or services?

IHP recognized the need for products/services that support wellness for the older-adult population. Our involvement with active-aging organizations and medical professionals further validates the value of an outcomes-based system that can manage health and wellness.

What inspired your founder(s) to form your company?

Our parent company, PCE Health and Fitness, created the IHP out of a passion for wellness and a belief that the keys to healthy aging include: establishing baselines through fitness assessments, creating programs to support the outcomes, and monitoring progress with periodic retesting.

What sets your company apart from others in the industry?

The IHP has built-in assessments, exercise prescription, health metrics tracking, and the ability to show outcomes for individuals and groups. By tracking and reporting outcomes, the IHP can help communities reduce the number of falls.





Company

It's Never 2 Late

Address

7330 South Alton Way, Suite O

City

Centennial

State/province

Colorado

Zip/postal code

80112

Country

United States

Tel

303-806-0797

Fax

303-789-1533

Email

info@in2l.com

Website

www.in2l.com

Years in business

13 years

National Sales Manager

Lori Snow

National Service Director

Curt Frisch

Discounts & terms

30 days net

Estimated time of delivery

4-6 weeks

Age-friendly product line or service

It's Never 2 Late builds computers residents enjoy! Intuitive systems that inspire potential at any age—systems that empower individuals to connect, engage and enjoy life with dignity through the benefits of today's technology.

Age-friendly features

Intuitive picture-based touch screen computers. Customized engagement—brain-fitness/puzzles/music/historical content, travel, etc. Simplified email, and Internet with large icons for vision challenges. Mobile adjustable stands for convenience.

Ongoing marketing & educational support

Unlimited technical support. Customized on-site installation and instruction, as well as optional online training. Program management included.

In-service training

We provide custom training for all departments in a community—activities, therapy and volunteer programs can all be trained by experienced professionals on how to incorporate iN2L into their programming.

What inspired your company to produce age-friendly products or services?

Members of the “greatest generation” should have access to technology dedicated to improving their quality of life—allowing them to connect and engage with the world no matter what their cognitive or physical challenges.

What inspired your founder(s) to form your company?

Jack York began donating computers to assisted living centers. This became a labor of love, as the enthusiasm that older adults showed in the computer world motivated him to establish It's Never 2 Late.

What sets your company apart from others in the industry?

We've been changing lives through technology for a long time. Our customized content is designed to directly enhance and empower anyone—regardless of cognitive or physical challenges—to reap the benefits our systems can offer.



Wrist Assured Gloves are ergonomically designed for wrist pain relief and prevention





Company

Joint Protection Products, LLC

Address

89 Black Ball Hill Road

City

Dennis

State/province

Massachusetts

Zip/postal code

02638

Country

United States

Toll-free

800-606-4577

Tel

800-606-4577

Fax

508-258-0286

Email

info@getwags.com

Website

www.wristassuredgloves.com,

www.getwags.com

Years in business

6 years

National Sales Manager

James Palmer

Discounts & terms

Quantity dependent

Estimated time of delivery

3–10 days

Warranty

30-day money-back guarantee

Age-friendly product line or service

An occupational therapist invented Wrist Assured Gloves (WAGs) to relieve and prevent wrist pain when supporting weight on the hands; the ergonomic gel pad cushions and supports hand and wrist bones. Our new Hand Care Kit provides stretching and strengthening exercises.

Age-friendly features

WAGs are available in 3 levels of wrist support to relieve wrist and thumb pain from arthritis, tendonitis or weakness. The non slip palm provides stability, and the quick-release velcro tab makes slipping gloves on and off easy.

Ongoing marketing & educational support

Customers have access to product photos, descriptions and videos for education and marketing purposes. Ongoing support, phone consultation, staff in-service help, and training are available as needed.

What inspired your company to produce age-friendly products or services?

Wrist pain can prevent people from realizing the benefits of weight-bearing exercise. The inventor of WAGs, an occupational therapist, sprained her wrist and recognized the need for a wrist pain-relieving product that provided support and enabled fitness participation.

What inspired your founder(s) to form your company?

A Boomer with an injury and a rehabilitation background, our founder recognized a need for innovative products that promote an active lifestyle by supporting the joints and enhancing comfort.

What sets your company apart from others in the industry?

Our patented flagship product, Wrist Assured Gloves, is an innovative fitness glove designed to relieve and prevent wrist pain while enhancing comfort, stability and joint protection. This therapeutic function sets our product apart.



JumpSport®

**Company**

JumpSport, Inc.

Address2055 South 7th Street, Suite A**City**

San Jose

State/province

California

Zip/postal code

95112-6011

Country

United States

Toll-free

877-507-1399

Tel

408-213-2551

Fax

408-213-2930

Email

info@fitnesstrampoline.com

Websitewww.fitnesstrampoline.com,
www.jumpsport.com**Years in business**

15+ years

National Sales ManagerSteve Moulton, Executive Vice President/Fitness
Trampoline Program Manager**National Service Director**

April Smith, Customer Service Manager

Discounts & termsCheck our website or call us for information about
pricing, discounts, and payment terms.**Estimated time of delivery**Most shipments are processed the next business day
following receipt of order and payment.**Warranty**

Please call for information.

Age-friendly product line or serviceJumpSport's Fitness Trampoline helps users develop
balance, stamina, strength and cardio health—and
may help with weight loss. Our secret is a patented
low-impact elastic suspension that reduces stress on
the joints and back. It's also fun!**Age-friendly features**Engineered for safety, stability, comfort and perfor-
mance. Arched legs resist tipping. Cushioned handle-
bar option provides firm grip. New PlyoFit Adapter
turns a Fitness Trampoline into a complete plyomet-
ric training system.**Ongoing marketing & educational support**JumpSport's team of international master trainers has
designed educational programs suited to clients of
all ages, especially the active-aging segment. Product
guides and a DVD come with each trampoline, plus
highly rated customer service.**In-service training**JumpSport offers professional education covering
both personal training and group exercise tracks,
including specialty programming. In-facility master
training is also available, and can be tailored to a cen-
ter's specific needs.**What inspired your company to produce
age-friendly products or services?**As a leader in trampoline safety and innovation since
1997, JumpSport had frequent requests for exercise
trampolines. Our Fitness Trampoline meets the rigor-
ous demands of fitness, healthcare, therapy and home
users young and old.**What inspired your founder(s) to form
your company?**In 1996, JumpSport's founder, Mark Publicover, re-
sponded to a child's cry for help by designing, patent-
ing and innovating affordable safety enclosures for
backyard trampolines. This heritage of safety and
innovation continues today.**What sets your company apart from
others in the industry?**We offer products that combine safety, quality and
fun. From our award-winning backyard products to
our latest fitness products, we continually strive to
lead through patented innovation, superior perfor-
mance, durability, education and excellent customer
service.

*Keiser exercise equipment
features pneumatic
technology*





Company

Keiser

Address

2470 South Cherry Avenue

City

Fresno

State/province

California

Zip/postal code

93706

Country

United States

Toll-free

800-888-7009

Tel

559-256-8000

Fax

559-256-8100

Email

sales@keiser.com

Website

www.keiser.com

Years in business

Since 1978

National Sales Manager

Darrin Pelkey

Regional contacts

Please call and ask to be transferred to a Regional Sales Manager.

National Service Director

John Alvarado

Discounts & terms

Available on a customer-by-customer basis. Please contact Keiser to find out more.

Estimated time of delivery

Delivery times vary depending on time of year, standard time is 6–8 weeks.

Warranty

Please call for details.

Age-friendly product line or service

Keiser AIR series and Infinity Series exercise equipment feature pneumatic technology—which means you’re “pumping air”—and place less stress on joints and connective tissue.

Age-friendly features

On Keiser equipment, reps can be done with as little as 8 oz. of resistance, and in increments of just 1/10 of a lb. Hand controls let users adjust resistance mid-repetition.

Ongoing marketing & educational support

Our goal is to make sure our customers have the support they need, with access to product manuals, service updates and our service department online or by phone.

In-service training

Trainers are available for one-on-one or group training sessions so your staff can learn the many benefits of exercising, including reducing the risk of osteoporosis, diabetes and heart disease, and improving mobility and stability.

What inspired your company to produce age-friendly products or services?

For decades, Keiser has been dedicated to improving quality of life of adults over 40. Proper exercise is the key. Our products help maximize human performance and improve lives.

What inspired your founder(s) to form your company?

We knew there was a better way to train, and set out to show people that with pneumatic technology, anyone can train at any speed with any amount of resistance.

What sets your company apart from others in the industry?

At Keiser, we’re never complacent, never satisfied. We always try to do the right thing and do all things right—building exceptional products, keeping customers well-informed and 100% satisfied.

*Creating life-changing fitness
experiences—every time, everywhere*



LES MILLS

FOR A FITTER PLANET

Company

Les Mills West Coast

Address

235 Montgomery Street, Suite 950

City

San Francisco

State/province

California

Zip/postal code

94612

Country

United States

Toll-free

888-841-5374

Tel

415-733-0280

Fax

415-391-1827

Email

info.usa@lesmills.com

Website

www.lesmills.com

Years in business

30 years

National Sales Manager

Shelley Churchman

Age-friendly product line or service

We offer a variety of low-impact and functional workouts. Ideal for those new to group fitness, rehabilitating after an injury, or active-aging adults who want improved cardio fitness, strength and flexibility.

Age-friendly features

Our workouts improve muscular strength, endurance, heart fitness, flexibility and range of movement, agility and balance, posture and weight loss, while reducing risk of bone and joint degeneration and increasing your participants' overall feeling of wellness.

Ongoing marketing & educational support

LMWC will provide you with compelling, easy-to-use marketing resources, training and support.

In-service training

We've developed an industry-standard instructor training system to recruit, train and retain Group Fitness Leaders committed to supporting your facility goals and encouraging a healthy, active lifestyle for your aging members.

What inspired your company to produce age-friendly products or services?

Our ultimate goal is to change the world's health and wellness by creating a fitter planet. To contribute to our global community, we've expanded our market to include active-aging adults.

What inspired your founder(s) to form your company?

Driven by an athletic background in a family of Olympians, Phillip Mills is passionate about the benefits of exercise. He realized that motivating music, inspiring choreography and energizing instructors could bring a new dimension to exercise.

What sets your company apart from others in the industry?

Pennsylvania State University concluded that Les Mills classes are an effective and enjoyable way to meet recommended exercise guidelines and achieve maximum health. Les Mills creates new choreography and music every 3 months.



Life Fitness's Elevation Series Recumbent Lifecycle Bike offers age-friendly features such as an easy-to-use console and a convenient step-through design



Company

Life Fitness

Address

5100 River Road

City

Schiller Park

State/province

Illinois

Zip/postal code

60176

Country

United States

Toll-free

800-634-8637

Tel

847-288-3300

Fax

847-288-3796

Email

chad.cochran@lifefitness.com

Website

www.lifefitness.com

Years in business

30+ years

National Sales Manager

Chad Cochran

National Service Director

Tom Zentefis

Discounts & terms

Varies by equipment

Estimated time of delivery

Varies by equipment

Warranty

Varies by equipment

Age-friendly product line or service

Life Fitness makes a variety of age-friendly cardiovascular and strength-training products, including treadmills, total-body elliptical cross-trainers, Life-cycle exercise bikes, the Signature Series selectorized strength-training line, as well as the Circuit Series strength-training line.

Age-friendly features

Life Fitness's cardiovascular products offer low starting resistances and easy-to-use consoles. The Circuit Series strength line features an easy on/off design, no machine setup adjustments, push-button resistance selection, low starting resistance, and small resistance increment increases.

Ongoing marketing & educational support

Life Fitness Academy helps ensure your staff know how to use and effectively demonstrate our products. Solutions fit learning styles of staff, trainers and master trainers. Instruction delivered through Web-based visual presentations and in-person hands-on demonstrations.

In-service training

The Life Fitness Academy Training Network provides on-site training and instruction. The Academy also offers functional training programs for enhancing activities of daily living.

What inspired your company to produce age-friendly products or services?

Life Fitness is dedicated to extending our mission of helping people live healthier lives. We are inspired by people in all age groups enjoying exercise as a way to improve their overall health and well-being.

What inspired your founder(s) to form your company?

The Lifecycle Exercise Bike began as I man's quest to improve his physical condition and turned into a global fitness revolution based on the belief that cardiovascular exercise could help people live happier, healthier lives.

What sets your company apart from others in the industry?

For over 30 years, Life Fitness has striven for excellence in the fitness industry. That legacy continues with our commitment to the active-aging market, designing user-friendly products to encourage all ages to embrace a healthy lifestyle.



LifeTrail

Squat Exercises

BASIC

- 1 **SPLIT SQUAT**
Illustration of a person performing a split squat.
- 2 **SPLIT SQUAT**
Illustration of a person performing a split squat.
- 3 **LATERAL SQUAT**
Illustration of a person performing a lateral squat.

INTERMEDIATE

- 1 **Continue Exercise 1 - SPLIT SQUAT**
See BASIC SECTION for instructions.
- 2 **Continue Exercise 2 - SPLIT SQUAT**
See BASIC SECTION for instructions.

ADVANCED

- 3 **LATERAL SQUAT**
Illustration of a person performing a lateral squat.



Company

LifeTrail Advanced Wellness System by Playworld Systems

Address

1000 Buffalo Road

City

Lewisburg

State/province

Pennsylvania

Zip/postal code

17837-9795

Country

United States

Toll-free

800-233-8404

Tel

570-522-9800

Fax

570-522-3030

Email

info@playworldsystems.com

Website

www.playworldsystems.com

Years in business

Over 40 years

National Sales Manager

Kevin Cook

Regional contacts

Varies by state

Discounts & terms

Varies by state

Estimated time of delivery

Built-to-order in 15 days or less

Warranty

Please contact us for details.

Age-friendly product line or service

LifeTrail Advanced Wellness System is for use outdoors, and utilizes core training and balance. It is based on functional fitness, which focuses on building a body capable of doing real-life activities in real-life positions.

Age-friendly features

LifeTrail Advanced Wellness System offers many customizable options including colors, roofs and layout (trail or clusters), and features a variety of exercises, such as: upper-/lower-body warm-up, hip lifts, yoga, PNF patterns, push-ups and squats.

Ongoing marketing & educational support

With each LifeTrail Advanced Wellness System, we provide a programming guide for instructional use and a maintenance kit. Additional support is available online, through our network of local distributors, and via our toll-free number.

In-service training

Each activity comes complete with an instructional sign that is intuitive and user-friendly. Videos, available in the programming guide and online, instruct you and your residents how to safely complete exercises.

What inspired your company to produce age-friendly products or services?

At Playworld Systems, we believe play is essential to the well-being of people of all ages. With innovations like LifeTrail Advanced Wellness System, we help people in every stage of life stay active and healthy.

What inspired your founder(s) to form your company?

With more than 40 years of experience, this family-owned and -operated company offers a variety of recreational solutions that develop physical strength, balance, and aerobic activity, and enhance social skills.

What sets your company apart from others in the industry?

Playworld Systems is an internationally recognized leader in customized recreation equipment for all ages, which we expertly design and manufacture to provide fun and challenging activities that increase mental and physical wellness.



IM LKIN' IT!



Company

Masterpiece Living

Address

11360 North Jog Road, Suite 102

City

Palm Beach Gardens

State/province

Florida

Zip/postal code

33418

Country

United States

Tel

561-624-8797

Fax

561-624-8037

Email

info@mymasterpieceliving.com

Website

www.mymasterpieceliving.com

Years in business

Since 2005, following 6 years of research

National Sales Manager

Joy Loverde, 312-282-3714, jloverde@mymasterpieceliving.com; Gina Thurber, 303-565-6652, gthurber@mymasterpieceliving.com

Age-friendly product line or service

Masterpiece Living partners with communities to maximize older adults' unique potential. We provide a platform with exclusive tools necessary to build and enhance environments that stimulate the lifestyles shown by research to result in successful aging.

Age-friendly features

Masterpiece Living is a research-based process to create successful aging environments. Educational resources, lifestyle inventory tools, customized feedback, coaching, reporting systems, and supportive programs inspire positive lifestyle choices and help communities provide purposeful programming.

Ongoing marketing & educational support

With Masterpiece Living, communities become destinations for successful aging. Robust marketing strategies, successful aging events, comprehensive marketing guides, a substantive message of wellness, and ongoing staff training keep communities competitive in local markets.

In-service training

Foundational and ongoing education is available through an annual conference, monthly calls and training. Other resources are accessible to residents and staff online and through an ongoing connection to a dedicated Masterpiece Living Specialist.

What inspired your company to produce age-friendly products or services?

The 10-year MacArthur Foundation Study on Aging, the book *Successful Aging* by Robert L. Kahn and John W. Rowe—based on the MacArthur study—and subsequent research on successful aging.

What inspired your founder(s) to form your company?

When the MacArthur study presented its findings, Foundation Board Member Jonas Salk remarked, "Someday someone will put what we've learned into practice." Larry Landry, then Foundation CFO, took these words to heart, establishing Masterpiece Living.

What sets your company apart from others in the industry?

With its educational and supportive approach that maintains an ongoing relationship with communities, Masterpiece Living is a comprehensive and in-depth successful aging initiative that empowers both individuals and communities.



**Company**

Matrix Fitness

Address

1600 Landmark Drive

City

Cottage Grove

State/province

Wisconsin

Zip/postal code

53527

Country

United States

Toll-free

866-693-4863

Tel

608-839-1240

Fax

608-839-8687

Email

info@matrixfitness.com

Website

www.matrixfitness.com

Years in business

12 years

National Sales Manager

Kent Stevens, Executive Vice President, Sales

National Service Director

Kari Sweeney, CTS Supervisor

Regional contacts

Monte Kleinmeyer, West Regional Director; Mark Theisen, Central Regional Director; Jason Arters, East Regional Director

Discounts & terms

Our discounts and terms vary on qualifying orders. Lease transactions are available through Matrix's full-time leasing staff.

Estimated time of delivery

Generally 4–6 weeks. Seasonal fluctuations may increase or decrease time of delivery.

WarrantyVaries by equipment. View the Matrix website for full details at www.matrixfitness.com/content/warranty-full.**Age-friendly product line or service**

Matrix has a complete portfolio of cardiovascular and strength-training products that are designed for the commercial market. All Matrix products are backed by a warranty and a dedication to customer service.

Age-friendly features

The Matrix Hybrid Cycle series bikes feature a comfortable seating position with back-pad support and moveable armrests for added stability and support. The Johnny G Krankcycle provides upper-body training for users of all fitness levels.

Ongoing marketing & educational support

Matrix provides technical support via our website and an in-house staff of service technicians. The Matrix website has a dedicated technical support area that includes owner's manuals and technical specifications.

In-service training

Qualifying orders also receive Matrix-certified installation and on-site training.

What inspired your company to produce age-friendly products or services?

Matrix designs and develops new products that are driven by customer feedback. The market need and feedback from our customers has influenced our ability and priority to produce age-friendly products.

What inspired your founder(s) to form your company?

Matrix was formed by its parent company, Johnson Health Tech Ltd., to make commercial-grade fitness equipment that stands out, rises above, and sets new industry standards.

What sets your company apart from others in the industry?

The culture at Matrix stimulates innovative thinking and creative problem-solving, resulting in innovative products for the health and fitness industry.

Med-Fit Systems' wellness solution is designed to improve health, lower cost of care, and provide an ethical return on investment



**Company**

Med-Fit Systems, Inc./Manufacturer of Nautilus Commercial Products

Address

543 East Alvarado Street

City

Fallbrook

State/province

California

Zip/postal code

92028

Country

United States

Toll-free

800-831-7665

Tel

760-451-3445

Fax

760-451-8995

Email

info@medfitsys.com

Website

www.medfitsystems.com

Years in business

25 years

National Sales Manager

Eric Hall

Discounts & terms

Net 30 upon established credit

Estimated time of delivery

2–6 weeks

Warranty

Varies by product

Age-friendly product line or service

Our Aging Gracefully program features Nautilus strength machines, Korebalance balance assessment and training devices, our progressive cardio and gait training system, and our new bioDensity system—a patented, nonpharmacological, noninvasive method for enhancing bone health.

Age-friendly features

Over 1,000 long-term care communities utilize Nautilus strength machines for their easy access, low starting and weight increments, proper bio-mechanics and fully enclosed mechanisms, resulting in over 1 million resident exercise sessions with no reported injuries.

Ongoing marketing & educational support

Our live, interactive webinar training programs are available to assist facilities in implementing and using our equipment. Our advisory board includes experts in the active-aging field; they are available via our website.

In-service training

Training and continuing education programming is available either on-site or via webinar. Our trainers have more than 100 years of combined experience in rehab and long-term care applications.

What inspired your company to produce age-friendly products or services?

Early on, we believed that most fitness equipment was not suitable for older adults. We started searching for those specific pieces that were easy to use and safe, while creating programming to enhance results.

What inspired your founder(s) to form your company?

Our CEO and founder identified a need for a liaison between traditional fitness manufacturers and the rehabilitation community. Med-Fit worked to modify products and programming to better suit our specialized clientele.

What sets your company apart from others in the industry?

A customer-driven company, Med-Fit provides exemplary products and service. We search through hundreds of products each year to provide equipment that is effective and safe for the active-aging community.





Company

Morrison Management Specialists

Address

5801 Peachtree Dunwoody Road NE

City

Atlanta

State/province

Georgia

Zip/postal code

30342

Country

United States

Toll-free

800-225-4368

Tel

404-845-3330

Fax

404-845-3333

Email

tricci@iammorrison.com

Website

www.iammorrison.com

Years in business

50+ years

National Sales Manager

Ann McLaughlin

Age-friendly product line or service

Morrison Senior Living provides dining, wellness, environmental services, plant operations maintenance and laundry programs.

What sets your company apart from others in the industry?

We are specialists totally dedicated to the entire senior living experience. Our proprietary research, hands-on expertise, and design innovations transform our clients' communities and the resident's experience.





Company

Moving Toward Health

Address

36555 Star Road

City

Pleasant Hill

State/province

Oregon

Zip/postal code

97455

Country

United States

Tel

541-729-894

Email

janet@movingtowardhealth.com

Website

www.movingtowardhealth.com

Years in business

25 years

National Sales Manager

Janet Hollander

National Service Director

Janet Hollander

Discounts & terms

Quantity discounts available on Chair Masters training and products.

Age-friendly product line or service

Moving Toward Health trains group-exercise instructors and individuals in sensory-based movement for any level of fitness using Chair Masters and Nia Technique training.

Age-friendly features

The training incorporates principles for a resilient lifestyle into a mind-body fitness program with a holistic wellness approach. It tailors concepts of the Nia Technique to elders, encourages peer leadership, and provides new tools for the fitness professional.

Ongoing marketing & educational support

Nia Technique support includes online, teleconference, DVDs, music and live continuing education, plus weekly mentor calls for teachers and forums for students. Chair Masters support includes a manual, DVD, template for matching music to moves, and music recommendations.

In-service training

Moving Toward Health offers an on-site master class, promotional events and workshops for clients and staff on bone density, balance, using sensory awareness to tailor workouts to the individual, and including the whole person in a fitness program.

What inspired your company to produce age-friendly products or services?

While chair waltzing with a long-term care class, the founder was deeply moved when a woman looked into her eyes and said, "I used to dance." Everyone deserves to experience the joy of movement.

What inspired your founder(s) to form your company?

The founder noticed her own body and mind continuing to improve even as she added birthdays. She wanted to share this resilience.

What sets your company apart from others in the industry?

What sets Moving Toward Health apart is its affiliation with the Nia Technique, one of the pioneers of mind-body and fusion fitness.





Company

National Institute for Fitness and Sport

Address

250 University Boulevard

City

Indianapolis

State/province

Indiana

Zip/postal code

46202

Country

United States

Tel

317-274-3432, ext. 208

Fax

317-252-0738

Email

bgarrity@nifs.org

Website

www.nifs.org

Years in business

24 years

National Sales Manager

Bethany Garrity

National Service Director

Bethany Garrity

Age-friendly product line or service

NIFS provides comprehensive management of fitness and wellness programs. Our staff delivers customized best-practice programs and services that elevate resident engagement. We also specialize in design and equipment layout for community fitness spaces.

Age-friendly features

NIFS staff members are well-credentialed, experienced and passionate about helping residents live vibrant, active lives. Our programming is customized to the client and provides a well-rounded, marketable service that focuses on all dimensions of wellness.

Ongoing marketing & educational support

NIFS staff educate and support residents to achieve their health goals, and our software solution provides clients with the data they need to market the value in our programs and services.

What inspired your company to produce age-friendly products or services?

NIFS sees a need to support individuals who are committed to aging well. Our mission is service- and education-based, so partnering with communities to create a vibrant wellness program is a natural fit.

What inspired your founder(s) to form your company?

NIFS was originally part of Indianapolis's focus on amateur sports. Over the last 20+ years we have evolved as a partner in good health to the local community and across the United States.

What sets your company apart from others in the industry?

NIFS is a nonprofit organization with 20+ years of experience managing client fitness and wellness programs. We have established a positive service-oriented reputation for building community wellness programs that engage residents.





Company

National Strength and Conditioning Association (NSCA)

Address

1885 Bob Johnson Drive

City

Colorado Springs

State/province

Colorado

Zip/postal code

80906

Country

United States

Toll-free

800-815-6826

Tel

719-632-6722

Fax

719-632-6367

Email

marketing@nsca.com

Website

www.nsca.com

Years in business

34 years

National Sales Manager

Torrey Smith, Director of Certification; Scott Douglas, Director of Marketing

Age-friendly product line or service

Fitness professionals with the NSCA's Certified Special Population Specialist (CSPS) credential are regarded as experts in delivering research-based programs to work with clients with varying health conditions, fitness abilities and age groups.

Age-friendly features

Special Populations can include older adults and individuals with cardiovascular, pulmonary, metabolic, immunological, musculoskeletal, neuromuscular and cancer-related health concerns.

Ongoing marketing & educational support

To maintain the NSCA's CSPS certification, individuals must earn continuing education units (CEUs) through a 3-year recertification cycle. The NSCA offers a variety of avenues to earn CEUs, including events, online learning and home study.

What inspired your company to produce age-friendly products or services?

As the largest segment of our population ages, more clients are looking to fitness professionals to better their health outside the doctor's office. With age comes an increased risk for chronic and temporary health conditions.

What inspired your founder(s) to form your company?

NSCA was originally founded as a collective of strength and conditioning coaches whose goal was to unite professionals and advance the industry. It has since evolved to offer accredited certifications as a standard for fitness professionals.

What sets your company apart from others in the industry?

The NSCA's foundation is rooted in evidence-based principles for physical training: to bridge the gap between the scientist in the lab and the practitioner in the field.





Transforming Lives®

Company

NuStep, Inc.

Address

5111 Venture Drive, Suite 1

City

Ann Arbor

State/province

Michigan

Zip/postal code

48108

Country

United States

Toll-free

800-322-2209

Tel

734-769-3939

Fax

734-769-8180

Email

info@nustep.com

Website

www.nustep.com

Years in business

20 years

Vice President of Sales and Marketing

Steve Sarns

Estimated time of delivery

2–3 weeks

Warranty

5 years parts; 1 year labor; 10 years frame

Age-friendly product line or service

NuStep's recumbent cross-trainers combine a comfortable seated position with a smooth stepping motion to provide a safe, low-impact, total-body workout for users of all ages, fitness levels, and health conditions.

Age-friendly features

NuStep's recumbent cross-trainers—which feature easy-to-read consoles; push-button controls; low, step-through design; wide, comfortable swivel seats; adjustable arm handles; user-controlled step length; and low inertia start-up—provide users with a safe and independent workout.

Ongoing marketing & educational support

User manuals can be downloaded from the website. Customer service is staffed by experienced product specialists who are available Monday-Friday, 8 a.m.–5:30 p.m. EST. Contact 800-322-4434 (US and Canada), 734-769-3939 (international), or support@nustep.com.

What inspired your company to produce age-friendly products or services?

Because the majority of NuStep users are age 65+, NuStep has focused on developing products with age-friendly features that a wide range of older adults—from the fit to the frail—can use and benefit from.

What inspired your founder(s) to form your company?

Two decades after Founder and President Dick Sarns developed the heart-lung machine, evidence emerged about the importance of exercise in healthy living. Sarns turned his focus to developing exercise products for individuals of all ages.

What sets your company apart from others in the industry?

NuStep is more than a company that manufactures exercise equipment. We believe we set the standard for inspiring individuals to engage in active living by providing resources, equipment and support that go beyond the expected.

Active adults engage in loading the musculoskeletal system with bioDensity




Company

Performance Health Systems, bioDensity System

Address

401 Huehl Road, Suite 2A

City

Northbrook

State/province

Illinois

Zip/postal code

60062

Country

United States

Tel

847-656-3001

Fax

847-656-3004

Email

info@biodensity.com

Website

www.biodensity.com

Years in business

11 years

Director, Sales and Marketing

Greg Baker

Director of Operations

Joe Koehler

Discounts & terms

Please call.

Estimated time of delivery

2–6 weeks

Warranty

3 years on the frame, 1 year on the computer, 1 year on the upholstery

Age-friendly product line or service

bioDensity is a nonpharmaceutical, noninvasive option for bone health. bioDensity technology stimulates the body's natural adaptive responses in safe, self-controlled sessions, making it suitable for users of any age.

Age-friendly features

A full bioDensity session can be completed quickly—once a week—without change of clothes. Also, bioDensity has no moving parts, making it easily accessible and safe.

Ongoing marketing & educational support

Performance Health Systems provides a database of training materials, literature, videos, testimonials and graphics for use with system purchase. Technical help and training are always available.

In-service training

After purchase, bioDensity owners have access to www.biodensitytraining.com as well as in-person and live camera-based training.

What inspired your company to produce age-friendly products or services?

Performance Health Systems supports healthy and active older adults by providing a modality that allows success and comfort at any age. The active-aging population represents the largest-growing customer segment.

What inspired your founder(s) to form your company?

The belief that there is no scientific/medical basis for believing people lose most of their muscle and bone strength as they age, and that risk of injury from such losses is preventable.

What sets your company apart from others in the industry?

Performance Health Systems is committed to providing a nonintimidating technology that aids in improving bone health. The bioDensity device enables users to load the skeletal system effectively in a safe way.



**Company**

Power Systems

Address

PO Box 51030

City

Knoxville

State/province

Tennessee

Zip/postal code

37950-1030

Country

United States

Toll-free

800-321-6975

Tel

865-769-8223

Fax

800-298-2057

Email

customerservice@power-systems.com

Website

www.powersystems.com

Years in business

Over 25

Discounts & terms

Determined by sales channel (e.g., commercial, club chain, or GSA account)

Estimated time of delivery

In-stock items purchased prior to 4 p.m. Eastern ship same day. Delivered within 5–7 days

Warranty

Based on product—minimum 90 days; maximum 5 years

Age-friendly product line or service

Many products such as tubing, balance, aqua and core can all be used or adapted for the older population.

Ongoing marketing & educational support

Every product sold has either an educational paper insert, a DVD or a downloadable video.

In-service training

This option is available based on quantity and sales channel.

What inspired your company to produce age-friendly products or services?

The growing need of an older population for education and product availability. We can supply both.

What inspired your founder(s) to form your company?

The need for products in our industry and the “know how” of using them properly to reach and exceed the training goals of our customers.

What sets your company apart from others in the industry?

The number of products available, excellent customer service, knowledge of our products, and the unwavering desire to exceed our customer’s expectations.




Company

Precor, Inc.

Address

20031 142nd Avenue NE

City

Woodinville

State/province

Washington

Zip/postal code

98072

Country

United States

Toll-free

800-786-8404

Tel

425-486-9292

Fax

425-482-3888

Email

commsls@precor.com

Website

www.precor.com

Years in business

31 years

National Sales Manager

Steve Menzel, steve.menzel@precor.com

National Service Director

Brent Guernsey, guernsey@precor.com

Discounts & terms

Precor offers volume order discounts and leasing; terms are available after credit approval. Please call for details.

Estimated time of delivery

Cardio and entertainment products: 2–4 weeks;
strength products: 4–6 weeks

Warranty

The standard warranty on Precor cardio equipment is 2 years on parts, including all mechanical and electrical components, and 1 year on labor. Extended warranties are available.

Age-friendly product line or service

Every piece of fitness equipment that Precor builds combines essential reliability, ease-of-use and solid construction with smooth, flowing, and precise motion, ensuring that your residents or members enjoy a comfortable, engaging and effective workout.

Age-friendly features

The Precor RBK 885 recumbent bike is designed for easy mounting. It has a step-through design (14" wide) with low step-over height (4"), making it ideal for rehabilitation and for beginner exercisers.

Ongoing marketing & educational support

Helping you keep your facility running is a top priority for Precor. We can provide training for your staff, quickly resolve any issues, and offer one of the leading warranties in the industry.

In-service training

Precor and our extensive dealer network offer product training so your staff can perform minor repairs and general maintenance.

What inspired your company to produce age-friendly products or services?

Precor focuses on delivering a smooth, natural, low-impact exercise experience, making our equipment universally age-friendly.

What inspired your founder(s) to form your company?

Precor continues to base our business on the values embodied by David Smith, who founded our company over 30 years ago—a commitment to quality and dedication to providing a smooth, fluid and natural motion.

What sets your company apart from others in the industry?

Precor continues striving to drive fitness forward with its new Experience Series 880 Line of cardio, which incorporates a touch screen console with a simple, intuitive interface that will draw users deeper into their workout.



Rejuvenate Salon & Spa focuses on all components of wellness—mind, body and spiritual balance



**Company**

Rejuvenate Salon & Spa

Address

2107 Gunn Highway, Suite 108

City

Odessa

State/province

Florida

Zip/postal code

33556

Country

United States

Toll-free

877-792-1366

Tel

813-792-1366

Fax

813-792-0608

Email

salonservices@tampabay.rr.com

Website

www.rejuvenatesalonandspas.com

Years in business

16 years

National Sales Manager

Abby Germain; Jessica Stein

National Service Director

Abby Germain; Tim Germain

Regional contacts

Marilyn Anderson; Rosa Sarmiento; Ann Lauer;
Therese Sottilaro; Lisa Feibus

Age-friendly product line or service

Rejuvenate Salon & Spa is a multiservice spa and wellness solution for senior communities. It has served over 80 senior communities in 5 states since 1996.

Age-friendly features

Rejuvenate offers brands such as Dermalogica, Matrix, Essie, and other top-of-the-line natural, age-sensitive products.

Ongoing marketing & educational support

In addition to its full-time corporate support staff, Rejuvenate also has an in-house marketing department with professional graphic-design services generating all marketing materials for each salon and spa.

In-service training

To provide the best service for our mature population, we hire employees with a minimum of 20 years of experience in the salon/spa industry.

What inspired your company to produce age-friendly products or services?

We saw a great need for change in the salon/spa industry catering to older adults. The idea of providing an exceptional experience along with professional and caring service was, and still is, our vision for Rejuvenate.

What inspired your founder(s) to form your company?

Rejuvenate was created when one of the founders couldn't find quality salon services for her grandmother. From this strong desire to see her grandmother receive dignified treatment, Rejuvenate Salon & Spa was born.

What sets your company apart from others in the industry?

Rejuvenate is a full-service amenity provider for senior living communities. We are equipped with high-quality products for hair styling, nail care, skin care and massage. One of our greatest strengths is the scope of our services.





Company

SCIFIT

Address

5151 South I 10 East Avenue

City

Tulsa

State/province

Oklahoma

Zip/postal code

74146

Country

United States

Toll-free

800-278-3933

Tel

918-359-2000

Fax

918-359-2012

Email

info@scifit.com

Website

www.scifit.com

Years in business

26 years

National Service Director

Mark Phelps, mphelps@scifit.com

Regional contacts

Corey Disler, cdisler@scifit.com; Ken Pearson, kpearson@scifit.com; Denton Smith, dsmith@scifit.com; Bo Young, byoung@scifit.com

Discounts & terms

Please call for details.

Warranty

3 years parts, 1 year labor

Age-friendly product line or service

SCIFIT equipment and programs make it safe and easy for people of all ages to stay active. SCIFIT equipment is easy to use and features simple, familiar movements—walking, pedaling, pushing and pulling.

Age-friendly features

SCIFIT products are designed for comfort and safety. Step-through seating, swivel seats, low starting resistance, and no minimum RPM are just a few of the features that make SCIFIT equipment easy to use.

Ongoing marketing & educational support

Our expert technical customer-service specialists (800-745-1373, service@scifit.com) and sales professionals (800-278-3933, info@scifit.com) are available via phone or email. Service manuals are available for download directly from our website.

In-service training

When appropriate, in-service training is provided by factory-authorized sales personnel to ensure the facility understands and gets the most from the features and benefits of SCIFIT products and programs.

What inspired your company to produce age-friendly products or services?

We are inspired by the desire of people of all ages to lead a healthy, active lifestyle. The universal design of our products and programs provides all ages with safe, effective exercise.

What inspired your founder(s) to form your company?

Our founders understood that accessibility encompasses more than just those who are disabled. They were inspired to provide safe and easy access to effective exercise for all ages and abilities.

What sets your company apart from others in the industry?

By offering innovation, distinction, exceptional design and features, SCIFIT continues to earn respect and support from the active-aging community. Dedicated employees, quality craftsmanship and outstanding customer service keep the SCIFIT experience at the highest level.





Company

S.R. Smith

Address

1017 SW Berg Parkway

City

Canby

State/province

Oregon

Zip/postal code

97013

Country

United States

Toll-free

800-824-4387

Tel

503-266-2231

Fax

503-266-4334

Email

info@srsmith.com

Website

www.poollifts.com

Years in business

80 years

Estimated time of delivery

Time varies depending on product.

Warranty

Visit our website at www.srsmith.com/warranty.php to view the most current warranty policy.

Age-friendly product line or service

From a basic pool lift for a backyard pool or something that allows multiple points of access for public pools, we have a complete line of battery-powered, ADA-compliant pool lifts.

Ongoing marketing & educational support

Please visit www.srsmith.com and www.poollifts.com for additional information.

SNAG Golf equipment, combined with an innovative learning system, makes learning golf fun for all ages





Company

SNAG Golf, Inc.

Address

14843 Highway 10

City

Tahlequah

State/province

Oklahoma

Zip/postal code

74464

Country

United States

Tel

918-453-9993

Email

info@snaggolf.com

Website

www.snagpros.com

Years in business

12 years

National Sales Manager

Kelly McCammon, 813-226-7574

National Service Director

John Flores, 918-453-9993

Estimated time of delivery

7 business days

Warranty

1 year

Age-friendly product line or service

SNAG Golf is a first-touch learning system appropriate for all ages. With equipment that requires minimal strength and coordination and a teaching program designed by educational professionals, SNAG makes learning golf simple and fun.

Age-friendly features

SNAG equipment is designed for fun and ease of learning, beginning with lightweight clubs that feature easy-to-hold grips and oversized heads that require less effort. Innovative training aids reinforce each SNAG golf skill.

Ongoing marketing & educational support

SNAG's teaching system was designed by education professionals and has been customized for all age groups, including active adults. Comprehensive program manuals make teaching SNAG easy for all golf and recreation professionals.

In-service training

SNAG offers a professional teaching certification program each year in locations around the US, providing SNAG instructors with the additional tools to be successful at helping others enjoy the game.

What inspired your company to produce age-friendly products or services?

SNAG's equipment design and learning system are inherently age-friendly. The development of specific active-adult programming was a natural progression of our goal of providing easy entry into the game of golf.

What inspired your founder(s) to form your company?

Providing better and more enjoyable ways of learning to play golf was the initial goal of SNAG Golf. Easier, more efficient learning leads to quicker and greater enjoyment of the game.

What sets your company apart from others in the industry?

SNAG is a great way to teach and learn the game of golf, but also provides a source of entertainment/ social interaction for the entire family. Students spend less time learning and more time enjoying themselves.



**Company**

SofSURFACES, Inc.

Address

4393 Discovery Line

City

Petrolia

State/province

Ontario

Zip/postal code

N0N 1R0

Country

Canada

Toll-free

800-263-2363

Tel

519-882-8799

Fax

519-882-2697

Email

info@sofsurfaces.com

Website

www.sofsurfaces.com

Years in business

21 years

National Sales Manager

Chad Morningstar

National Service Director

Harry Van Klaveren

Discounts & terms

Varies

Estimated time of delivery

3 weeks

Warranty

10-year limited

Age-friendly product line or service

SofSURFACES manufactures resilient, impact-absorbing rubber surfacing made from recycled and virgin rubber. Our products are used both indoors and outdoors for applications such as fitness flooring, rehabilitation areas, patios, walkways and common areas.

Age-friendly features

Our Duraflex and Softile products are resilient, slip resistant and impact absorbing; they offer sound-insulating properties and injury-reduction properties in the event of a fall.

Ongoing marketing & educational support

SofSURFACES is engaged in ongoing studies with various universities and medical centers to determine the effect of our low-stiffness floors on balance, mobility and injury prevention, with a focus on the reduction of hip fractures.

In-service training

SofSURFACES has developed an in-depth installation and maintenance certification program supported by detailed instructional manuals and DVDs. Our service department is dedicated to providing personalized support services on demand.

What inspired your company to produce age-friendly products or services?

Our rubber surfacing was originally designed to reduce fall-related injuries for children on playgrounds. Interest in age-friendly applications developed as a result of various research papers indicating the potential for our product to reduce injuries within this demographic.

What inspired your founder(s) to form your company?

Early on, our founders were able to identify a niche market that made a positive impact on the environment through extensive recycling, while also making a positive impact on the lives of children through injury reduction.

What sets your company apart from others in the industry?

Product features that include our impact-absorbing hollow-core pedestal design and built-in interlocking system. Experience in producing time-tested products that are durable, comfortable, visually attractive and cross-functional.





Company

SPRI Products

Address

1769 Northwind Boulevard

City

Libertyville

State/province

Illinois

Zip/postal code

60048

Country

United States

Toll-free

800-222-7774

Tel

847-680-7774

Fax

303-648-5418

Email

customerservice@spri.com

Website

www.spri.com

Years in business

Celebrating our 30th anniversary

National Sales Manager

Lizz Erickson, 847-968-7947

Discounts & terms

SPRI offers discounts to professionals and organizations in the health and fitness industry. Contact SPRI for more details.

Estimated time of delivery

10–15 business days

Warranty

90-day warranty

Age-friendly product line or service

SPRI products are suitable for all ages. They are designed to enhance strength, balance and flexibility—essential functions for people of all ages, and certainly functional abilities recommended for the active older adult.

Age-friendly features

Features include color-coded and clearly marked equipment for easy selection; lightweight pieces for easy transportability and safety; ergonomic handle designs that protect the wrists and hands; and soft, smooth materials to protect tender skin.

Ongoing marketing & educational support

SPRI offers a friendly and accessible team of knowledgeable staff, as well as educational books, DVDs and an exceptional online exercise library with over 350 instructional exercises.

What inspired your company to produce age-friendly products or services?

As our active older-adult population grows, the need for tools to enhance our quality of everyday life—that is, functional living—increases. Enhancing our physical lives contributes to the enjoyment of *all* of life.

What inspired your founder(s) to form your company?

Thirty years ago, SPRI Products was formed to provide effective exercise equipment for physical rehabilitation. That purpose quickly expanded to meeting the general population's increasing interest in and need for physical fitness.

What sets your company apart from others in the industry?

The SPRI team is focused on providing the highest-quality products and services available. Our goal is to meet the needs of exercisers of all levels, helping to improve the quality of everyday living.





Company

SwimEx, Inc.

Address

846 Airport Road

City

Fall River

State/province

Massachusetts

Zip/postal code

02720

Country

United States

Toll-free

800-877-7946

Tel

508-646-1600

Fax

508-675-0525

Email

sales@swimex.com

Website

www.swimex.com

Years in business

26 years

National Sales Manager

Suzanne Marchetti

National Service Director

Michael Arruda

Discounts & terms

25% deposit; 25% molding deposit; final balance prior to shipment

Estimated time of delivery

8–10 weeks

Warranty

10 years structural; 5 years surface cracks and blisters; 5 years paddlewheel; 2 years seals and bearings; 1 year components

Age-friendly product line or service

SwimEx pools offer an exercise environment gentle on joints, safe for all users, and compact enough to fit almost anywhere. The adjustable paddlewheel water current is smooth and nonturbulent for an exercise routine or swimming stroke.

Age-friendly features

Adjustable current allows for tailored workouts—from a gentle, soothing current to a challenging workout. Customizable water depths provide therapy versatility, including partial- and non-weight-bearing exercise options.

Ongoing marketing & educational support

Sales/engineering department to assist with plans and questions; 4-part DVD series with hours of exercises; installation and owner's manuals; on-site start-up; customer service for phone support. This family-run business is there for you.

In-service training

A trained SwimEx professional spends a day with your staff to teach you how to get the most out of your SwimEx pool. With in-pool demonstrations and real-case examples, plan to get wet!

What inspired your company to produce age-friendly products or services?

As athletes, we knew the importance of physical activity. This product lets aging adults stay active and in shape longer, and can improve their quality of life—without taking up a lot of real estate.

What inspired your founder(s) to form your company?

The founder of our company was a former football player with arthritis and stiff joints. He saw the benefits that this product offered without having the expense or space required of a full-size pool.

What sets your company apart from others in the industry?

Family owned and operated, SwimEx has been making a top-quality product for over 25 years. SwimEx owners become a part of our family, too. We stand behind our products for the long haul.



**Company**

Technogym USA

Address

700 Route 46 East

City

Fairfield

State/province

New Jersey

Zip/postal code

07004

Country

United States

Toll-free

800-804-0952

Tel

206-623-1488

Fax

206-623-1898

Email

info@technogymusa.com

Website

www.technogym.com/us

Years in business

29 years

National Sales Manager

Todd Monrad

National Service Director

Ivo Grossi

Regional contacts

Todd Monrad

Estimated time of delivery

10–12 weeks; 2–12 weeks for “Core Offering”

Warranty

First year is free for labor; first 2 years, free for parts; after, a warranty program is available (for up to 5 years).

Age-friendly product line or service

Technogym has a complete package of age-friendly products, software, and services including the cardiovascular line Excite+, strength with Personal Selection and Element+, circuit resistance training with Easy Line and Kinesis, and stretching with FLEXability.

Age-friendly features

Our equipment is built with safety and ease-of-use criteria. All product lines have approachable, non-intimidating designs that require minimal setup. Each piece is ergonomically designed for user comfort and safety while promoting innovative fitness experiences.

Ongoing marketing & educational support

Technogym offers marketing support through marketing materials, help with product campaigns, a 24/7 online help desk, education training, and on-site/phone technical support to help take your investment to the next level.

In-service training

We offer comprehensive training and education services to our clients. Support may include on-site training, business implementation support, online training and in-service documents that explain product functionality.

What inspired your company to produce age-friendly products or services?

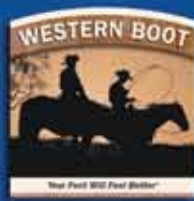
We have introduced our wellness philosophy to active-aging adults worldwide. Our products are non-intimidating, effective, and provide a fun experience that both motivates and contributes to a healthy, happy lifestyle for any age.

What inspired your founder(s) to form your company?

According to our founder Nerio Alessandri, Technogym creates product designs and manufactures “innovative solutions to foster the physical and psychological well-being of people and enhance the quality of life through physical activity.”

What sets your company apart from others in the industry?

Technogym delivers innovative products that inspire fun and functional performances, and offers a dedicated commitment to high levels of service and marketing support. Technogym is also a global partner to Exercise is Medicine.



**Company**

THOR•LO, Inc.

Address

2210 Newton Drive

City

Statesville

State/province

North Carolina

Zip/postal code

28677

Country

United States

Toll-free

800-438-0286

Tel

704-872-6522

Fax

704-838-7006

Email

rmende@thorlo.com,
lynnthorneburg@thorlo.com

Website

www.thorlo.com

Years in business

59 years

National Sales Manager

James Jesserer

National Service Director

Debbie Edwards

Discounts & terms

Net 30 days

Estimated time of delivery

Varies with region; typically less than 1 week based on availability

Warranty

Feet feel better than in ordinary socks or money back.

Age-friendly product line or service

Clinical tests have shown that Thorlos engineered padded socks reduce blisters, pain, pressure and moisture. Thorlos socks are for people with foot pain, discomfort or injury, or people who want to protect against future foot issues.

Age-friendly features

Thorlos padded socks are available in regular and low compression tops and various padding densities. They are designed to proactively protect the healthy foot, and to therapeutically protect the ailing or compromised foot.

Ongoing marketing & educational support

Literature related to foot health. Video presentations and slide presentations tailored for specific audiences, both consumer and professional.

In-service training

Basic use and fitting, as well as training developed according to specific needs.

What inspired your company to produce age-friendly products or services?

Based on our knowledge that feet undergo a gradual degradation with age, we wanted to provide the foot protection and comfort that people need to continue to enjoy quality of life as they age.

What inspired your founder(s) to form your company?

Our founder had foot problems, and solved these problems with a new sock concept and design. He recognized that, in solving his own problems, he had also solved similar foot problems for many other people.

What sets your company apart from others in the industry?

A focus on activity-specific engineered design that creates products offering protection and comfort for feet in nearly all sports and activities, as well as daily wear. Peer-reviewed medical research confirms the benefits of Thorlos socks.



The TurboSonic provides a safe, effective, passive form of whole-body exercise

Company

TurboSonic USA

Address

1020 Wasco Street

City

Hood River

State/province

Oregon

Zip/postal code

97031

Country

United States

Toll-free

877-684-7245

Tel

541-436-0870

Fax

541-436-0877

Email

orders@turbosonicusa.com

Website

www.turbosonicusa.com

Years in business

7 years

National Sales Manager

Denise Jiminez

National Service Director

Jeromy Posey, Repairs and Service Issues

Discounts & terms

Please call for special promotions or sales.

Estimated time of delivery

8–10 business days

Warranty

Limited 5-year warranty for commercial units; limited 3-year warranty for home units.

Age-friendly product line or service

TurboSonic is a Sonic Whole-Body Vibration (WBV) Exercise Unit that creates natural vertical vibrations. Its flexible frequency and amplitude controls and preset exercise programs make the TurboSonic easy for people of all ages to use.

Age-friendly features

TurboSonic can simulate a workout without the physical rigors of traditional exercise. Individuals who find exercising difficult can use the TurboSonic to improve their fitness and circulation.

Ongoing marketing & educational support

We supply user manuals, charts and tips, as well as a help desk available 8 hours per day to answer all customer questions. Our support is excellent, and our machines are easy to use.

In-service training

In addition to printed materials and DVDs, we provide telephone support to help clients use the TurboSonic.

What inspired your company to produce age-friendly products or services?

TurboSonic is the sister company to MAXAM Nutraceuticals, which has been researching aging, longevity and optimum health for over 22 years. TurboSonic was developed to address inadequate exercise and poor circulation, key factors in the aging process.

What inspired your founder(s) to form your company?

The owner has been in the health, fitness, and longevity business for over 30 years as a researcher and developer of over 50 different dietary supplements. He saw a need for exercise equipment that revitalizes older adults.

What sets your company apart from others in the industry?

The TurboSonic employs a high-performance acoustic amplifier system and a magnetic voice coil circuit, making it very stable, with consistent vibrations.





Company

WaterFit
c/o Desert Southwest Fitness

Address

602 East Roger Road

City

Tucson

State/province

Arizona

Zip/postal code

85705

Country

United States

Toll-free

800-873-6759

Tel

520-292-0011

Fax

520-292-0066

Email

tish@dswfitness.com

Website

www.dswfitness.com

Years in business

15 years

Age-friendly product line or service

WaterFit offers educational courses (via correspondence or on-site workshops) based on current health and medical fitness science and practice. WaterFit also supplies equipment for water exercise comfort, progression and safety.

Ongoing marketing & educational support

WaterFit offers educational courses through educational partner Desert Southwest Fitness. The Golden Waves Program course and DVD are also available. Please call 800-873-6759 for details, or see www.dswfitness.com.

In-service training

Workshops available on request.

What inspired your company to produce age-friendly products or services?

At WaterFit, we believe in physical activity for healthy aging.

What inspired your founder(s) to form your company?

WaterFit was founded to meet the aquatic exercise needs of the industry.

What sets your company apart from others in the industry?

WaterFit is committed to offering quality educational service and products for the active-aging industry.

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Save the Date

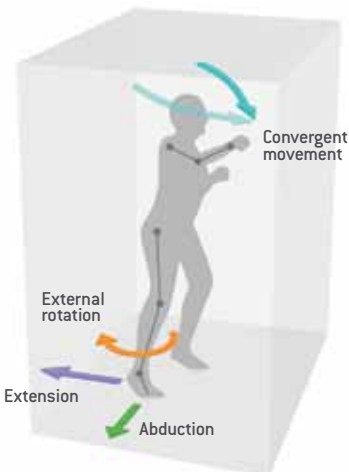
International Council on Active Aging
Conference 2013

as into action



November 21 - 23, 2013
San Diego Convention Center
San Diego, California
www.icaa.cc

MORE BALANCE, REDUCED FALLS.



Crossover combines total body training and lateral movement that takes place on three different spatial planes, challenging the core to adapt continuously.

CROSSOVER

Our latest innovative cardiovascular crosstrainer, Crossover, has been developed specifically to meet all user needs - recent research has found clear benefits for active adults*.

Due to its unique movement, Crossover helps prevent falls by improving coordination, proprioception and balance. The no impact and joint safe workout is perfectly suited for active adults.

* Study by the University of Perugia, Italy, using a 5 week targeted intervention showed a significant improvement in balance and proprioception in elderly women when compared to traditional bike exercise.

U.S.A - TECHNOGYM USA

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The Wellness Company