

International Council on Active Aging®

THE GUIDE

Products and services for
wellness environments

2025





ICAA CONFERENCE 2025

Anaheim Marriott
Anaheim, California
October 13–15

Intimate settings, transformative experiences

Every industry has its moments—turning points where ideas collide, and change takes root. The ICAA Conference and Expo 2025 is one of those moments for the wellness sector. It's not just an event; it's where stories of innovation meet the minds ready to act.

This is where the latest products, technologies, and strategies aren't merely showcased—they're dissected, debated, and understood. It's where you'll encounter the thinkers and doers shaping what wellness will look like tomorrow.

But more than that, it's where teams transform, armed with insights and connections that propel them beyond business as usual.

Group discounts mean your entire team can step into this nexus of opportunity. Because sometimes, success isn't about what you learn—it's about what you leave with: a clearer vision, sharper tools, and a network that challenges and supports you. The question isn't whether you should attend; it's how much you'll miss if you don't.

To learn more about the ICAA Conference 2025, visit <https://icaaconference.icaa.cc>



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C o m m e n t

The wellness shift



The momentum is palpable. In any senior center, senior living community, or setting focused on improving quality of life for older adults, wellness is no longer optional—it's essential.

Among the 10,000+ International Council on Active Aging® members, wellness has emerged as the driving force behind successful senior living communities, for example. By 2030, 71% of ICAA's members expect to transform their business models, prioritizing wellness as the central pillar of their business model, reveals the *ICAA Wellness Programs and Places Report 2024*. This seismic shift presents unparalleled opportunities for innovators ready to deliver products and services that meet this evolving demand.

Organizations and individuals alike are stepping up to redefine the blueprint for senior living. As the report highlights, the transformation is not merely reshaping how communities operate—it's also setting a new standard for how they thrive.

Part of this story involves the desire to reach and attract younger, healthier adults to communities. It's about creating vibrant, sustainable communities where wellness drives occupancy, lengthens stays and fuels operational success. And the ripple effects are reshaping senior living. Community amenities are being reimaged. Longevity centers and wellness spaces are springing up. Programming is expanding to address diverse and shifting needs. As the report observes, "The new model of wellness is positioning communities for the future."

Leaders across the spectrum of active-aging settings are also embracing this principle and making wellness an integral part of their organizational cultures. Community-based organizations play a vital role in promoting the active, engaged lifestyles that support healthier longevity for the aging adults they serve.

No longer a trend, wellness has become a strategic imperative that enhances quality of life and redefines what it means to age well. So, where do you find the partners who can help your organization harness this movement? Look no further than the *ICAA Corporate Partners Guide 2025*.

Aligning with ICAA's vision, the organizations showcased in this publication are poised and able to support your wellness journey. Together, you have a unique chance to grow your brand, build meaningful connections and drive real impact—all while contributing to a movement that's reshaping lives for the better.

Are you determined to maximize the benefits of the wellness shift? ICAA invites you to explore the company profiles in these pages to discover your perfect partners.🌀

A handwritten signature in blue ink, appearing to read "Colin Milner".

Colin Milner, CEO

International Council on Active Aging®



Connect with Colin Milner on X (formerly Twitter), Facebook and LinkedIn.

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The International Council on Active Aging® is a professional membership association that focuses exclusively on the health and wellness of adults 50 years and older. ICAA was founded in the belief that we can change the way society perceives aging and create a new vision of older adults who are active—to the fullest extent possible—within all areas of life: physical, spiritual, emotional, intellectual, vocational, environmental and social.

**ICAA Corporate Partners Guide 2025:
Products and services for wellness
environments**

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ICAA Corporate Partners also have entries indexed by category in the online “Products and services” directory, which can be accessed from the ICAA website’s home page.

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Take the guess work out of wellness planning

Take the ICAA Wellness Audit today and make sure you are on the right track.

The ICAA Wellness Audit is designed to equip your organization with valuable information that anchors your progress today and drives success into the next chapter.

Use the ICAA Wellness Audit to:

- Objectively assess how wellness is advancing in your organization
- Identify areas of excellence, opportunities for growth and gaps between mission and performance

- Establish a baseline and use for long-range planning

The ICAA Wellness Audit is **now available free** to ICAA Organizational members and ICAA 100 members. To learn more, visit www.icaa.cc or call **866-335-9777**

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Through the ICAA Corporate Partner Program, the International Council on Active Aging® connects ICAA members with companies interested in doing business with them and in supporting the active-aging industry. This program, established in 2003, is rooted in the belief that collaborative relationships between these organizations help advance the industry. As the industry has evolved, so have the organizations that serve and supply the market, along with their products and services.

The support of ICAA Corporate Partners enables ICAA to provide members with programs and services. The association encourages members to support these partners in turn, and to take advantage of additional savings offered on their products and services.

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Disclaimer

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FIND THE RIGHT FIT



Are you seeking wellness offerings that meet your customers' needs and goals? Let ICAA Corporate Partners point the way.

Committed to people living better longer, these companies can support you with innovative products and services to foster wellness. Check them out online at

[www.icaa.cc/
preferredbusinesspartners/
preferredbusinesspartners.php](http://www.icaa.cc/preferredbusinesspartners/preferredbusinesspartners.php)



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Key to ICAA's Continuum of physical function

Profiles of ICAA Corporate Partners include icons to indicate which levels of physical function a partner's products or services target. Below is a key to ICAA's five functional levels.*

Physical activity = daily activities that increase energy expenditure, such as gardening, walking, raking leaves, playing golf, housework, washing car.

Exercise = physical activity with the intention of developing physical fitness, such as strength, cardiovascular or flexibility exercise, challenging walking, pre- or post-rehabilitation exercise.



Athlete

Fitness: Exercises or participates in sports activity almost every day or works at a physically demanding job.

Goals: Maintain or improve fitness level.

Needs: Exercise that builds physical reserves and provides conditioning for improving performance in competition or in strenuous vocational and/or recreational activities.

Program: General conditioning in muscular strength, endurance and flexibility; agility; cardiovascular endurance. Sport- or activity-specific conditioning.



Active now

Fitness: Exercises at least twice a week and engages in physical activity most days of the week.

Goals: Maintain or improve fitness level; manage weight; improve conditions such as osteoarthritis or diabetes.

Needs: Exercise that helps build physical reserves and maintain the level of fitness to live an active, independent lifestyle.

Program: Concentrate on muscular strength, endurance and flexibility, joint range of motion, balance, coordination, agility and cardiovascular endurance.



Getting started

Fitness: Engages in physical activity at least three days a week.

Goals: To live independently; manage weight; improve conditions such as arthritis or diabetes.

Needs: Exercise that helps improve physical function and develops fitness and health reserves.

Program: Focus on increasing and building reserve in muscular strength, endurance and flexibility, joint range of motion, balance, coordination and cardiovascular endurance.



Needs a little help

Fitness: Engages in physical activity three or fewer times per week. May have medical conditions and movement limitations.

Goals: Regain strength and balance; improve function and mobility; improve medical conditions.

Needs: Movement that helps maintain or improve physical function for basic self-care (Basic Activities of Daily Living), such as strength, range of motion, balance and coordination.

Program: Improve hand strength and agility, arm strength, shoulder and hip range of motion, quadriceps and shin muscles strength, and ankle strength and range of motion.



Needs ongoing assistance

Fitness: Does not engage in physical activity.

Goals: Improve ability to perform activities of daily living.

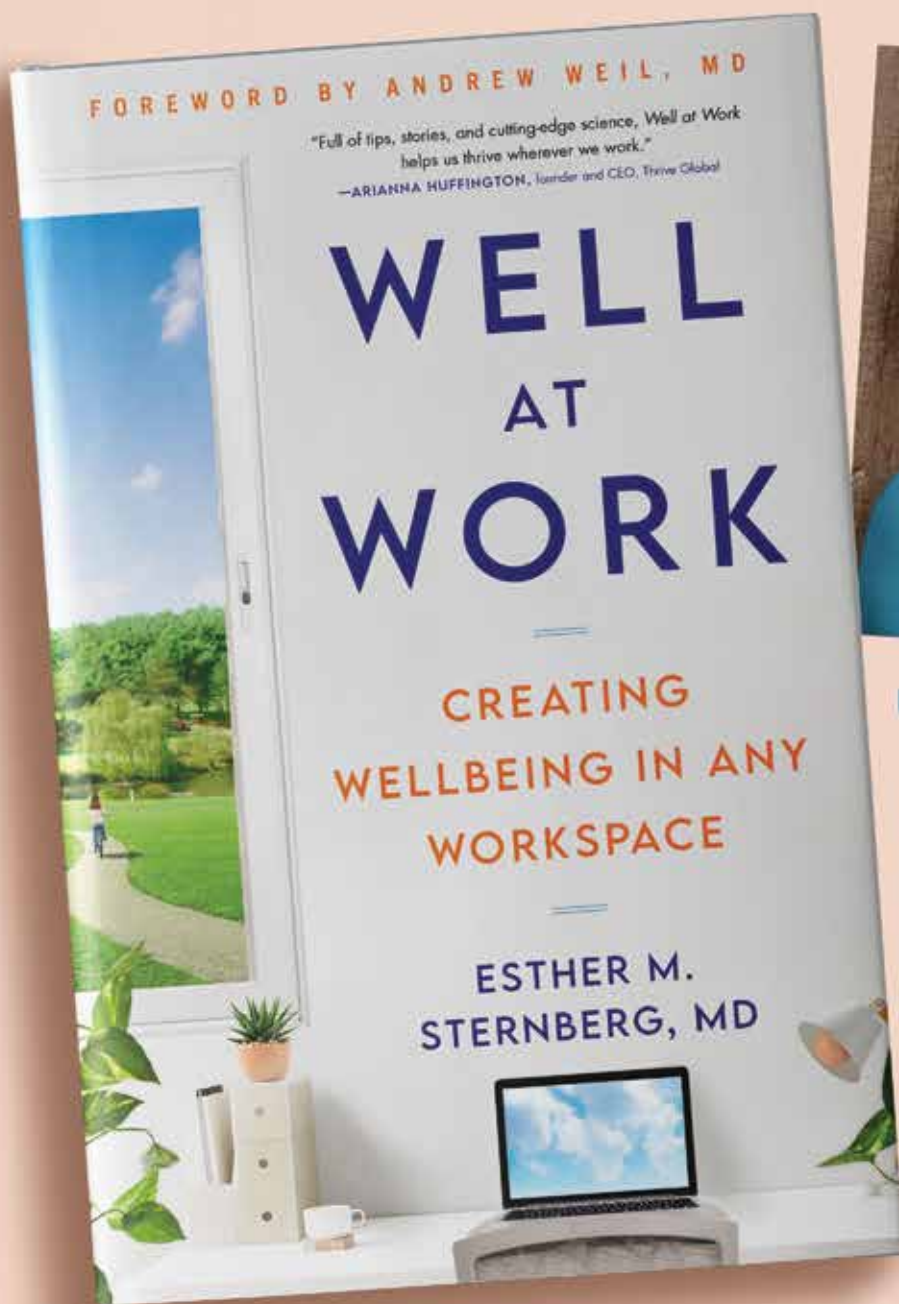
Needs: Movement that helps maintain or improve physical function for basic self-care, including self-feeding, bathing, dressing, toileting, transferring and walking.

Program: Concentrate on activities that improve strength, range of motion, balance and coordination.

* ICAA's Continuum of physical function is adapted from the work of Waneen Spirduso, EdD (Physical Dimensions of Aging, Human Kinetics).

“Full of tips, stories, and cutting-edge science, this book helps us thrive wherever we work.”

—**ARIANNA HUFFINGTON**, founder and CEO, Thrive Global



DR. ESTHER M. STERNBERG reveals how to design any workspace—at home, the office, or anywhere in between—to enhance both physical and emotional wellbeing.

“A perfect road map to creating a more just, sustainable, healthy, and joyful world.”

—**DEEPAK CHOPRA**,
author of *Living in the Light*

“A revolutionary approach to creating energized and productive workplaces.”

—**RICK FEDRIZZI**,
executive chairman, International
WELL Building Institute



AVAILABLE NOW

in hardcover, ebook, and audio





Company or brand

Active Wellness

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City

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State/province

California

Zip/postal code

94108

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United States

Tel

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ourteam@activewellness.com

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Product lines or services

Active creates inspiring, safe and engaging programs for older adults that improve their lifespan and their quality of life. Our services include fitness center consulting and management, design and development, sales and marketing, fitness programming and group classes, virtual programming and integrative technology solutions.

Ongoing marketing & educational support

The Active Team can help achieve your key objectives with staffing, training and development; agency-quality marketing support, website development and management, social media content, member/resident loyalty programs and branded program development.

In-service training

Active offers a variety of trainings to help improve the health of your residents, including lunch and learn sessions, educational workshops, group fitness classes and nutrition programming.

KEYWORDS

Building design, Consulting services, Exercise and wellness programs, Management services, Marketing, Personal training services

Which level(s) of physical function do your products/services target?

All levels of physical function. Active's mission is to inspire healthier, active lives through high-touch interactions and technologies that support a better quality of life regardless of a person's health status or physical function level.

What offerings have you recently introduced?

Activate is a wellness studio that empowers healthful living. Individuals receive a personalized roadmap to optimize their health through fitness, well-being and community. This turnkey business model offers the opportunity to positively impact your community.

What sets your company apart from others in the industry?

Active improves resident lifespans in the senior living communities we serve. With 30+ years' experience as fitness center owners, developers and operators, we collaborate as a partner and strive to exceed expectations, deliver exceptional experiences and seek opportunities for continuous improvement.

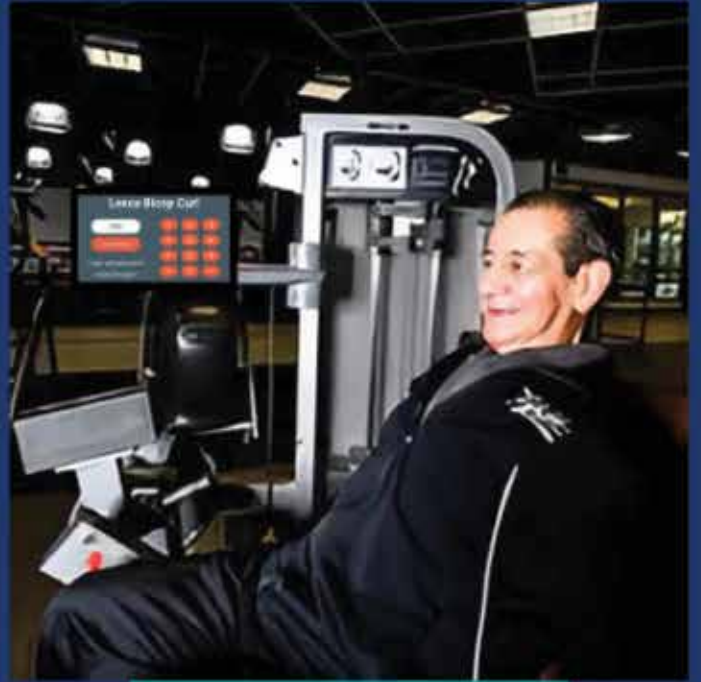
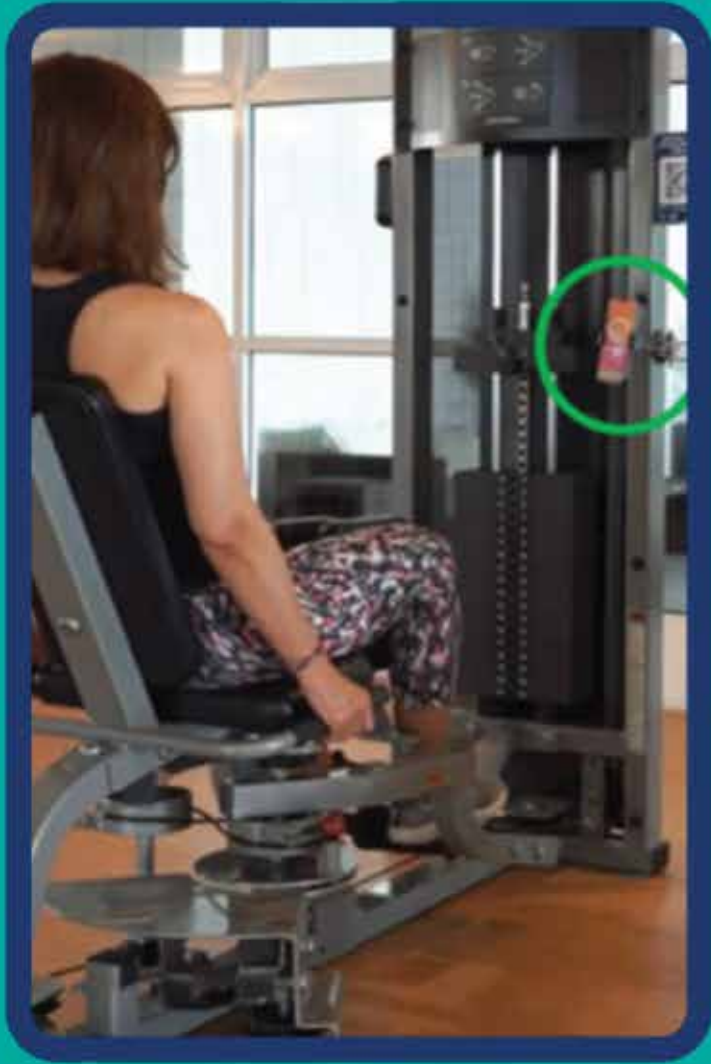
What do your customers say about your products or services?

"What a discovery! At 73 I have become reacquainted with the joy of eating well and challenging myself physically, thanks in large part to the Activate program at Active Wellness." **Barbara**, Activate member, Kruse Woods, Oregon

Speak to a company representative

Mark Siebert, Director of Client Services, 856-981-7880, mark.siebert@activewellness.com

ActiveLinxx offers an intelligent tracker for your strength machines.





Company or brand

ActiveLinxx

Address

246 Naugatuck Avenue, Suite B

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State/province

Connecticut

Zip/postal code

06460

Country

United States

Toll-free

888-784-2255

Email

info@activelinxx.com

Website

<https://www.activelinxx.com>

Product lines or services

ActiveLinxx elevates your gym's strength training with the FitLinxx System, an artificial intelligence-powered virtual fitness coach that provides personalized guidance and ensures safety for gym-goers of all ages and levels.

Which level(s) of physical function do your products/services target?

Active Now, Getting Started, Needs a Little Help. ActiveLinxx provides solutions for anybody who wants to be fit.

What offerings have you recently introduced?

We recently introduced Fit-X for AI-driven self-setup and virtual personal coaching through users' customized strength-machine workouts, with real-time feedback on their progress, for staffed and unstaffed gyms.

KEYWORDS

Computer software, Exercise and wellness programs, Strength equipment, Technology, Wellness operations, Wireless monitoring technology

What sets your company apart from others in the industry?


Our network is an open platform that connects with different fitness equipment. For over 30 years, FitLinxx has pioneered data-driven, fit-tech solutions that empower gym-goers to maintain a healthy and active lifestyle.

What do your customers say about your products or services?

FitLinxx users will not exercise on a machine if the FitLinxx Training Partner is not available to automatically track their workout. And staff love it too: "I'm writing to let you know that one of the training partners has failed after 24 years of service. Wow, what a great product!"

Speak to a company representative

Edeline Cantave, Sales Department, 888-784-2255, info@activelinxx.com



Reset. Renew.

Recharge.

Advanced Healthstyles expertly designs, equips, programs and manages active-aging fitness and wellness solutions and complete community activation programs.



Company or brand
Advanced Healthstyles

Address
861 Southpark Drive, Suite 100

City
Littleton

State/province
Colorado

Zip/postal code
80120

Country
United States

Tel
303-996-0048

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grow@advancedhealthstyles.com

Website
<https://www.advancedhealthstyles.com>

Product lines or services
From flooring to fitness to fulfillment, Advanced Healthstyles serves as a single resource for designing, equipping and activating fitness and wellness environments for older adults. Indoors and outdoors, we help create healthier, safer, more engaged senior communities.

Warranty
In many cases, the manufacturers we work with provide warranties.

Ongoing marketing & educational support
Advanced Healthstyles' teams design and support wellness solutions as part of a senior community model for healthier, whole-life living. We offer community program interaction and marketing support to help the community connect and prosper.

In-service training
Advanced Healthstyles' fitness and wellness experts can help design programs and provide equipment that best fits the needs of the entire community. Our skilled experts also help manage engagement programs and train on-site staff.

KEYWORDS

Cardio equipment, Exercise and wellness programs, Flooring, Outdoor exercise equipment, Strength equipment, Wellness operations

Which level(s) of physical function do your products/services target?

Advanced Healthstyles works with communities that cater to a wide range of 55+, active-aging, senior living and life plan/continuing care retirement communities. We create wellness-inclusive environments and engagement programs for residents of all abilities.

What offerings have you recently introduced?

Community activation has expanded outside the fitness center to help active-aging communities succeed in all aspects of wellness. Versatile fitness equipment and flooring options are emerging, focused on accessibility, safety and functionality for seniors.

What sets your company apart from others in the industry?

We offer support from floor to ceiling, indoors and outdoors, providing fitness and wellness activation options for groups and individuals. Our team is dedicated to advancing wellness engagement in older-adult communities across the United States.

What do your customers say about your products or services?

"Improving our wellness approach led us to a more comprehensive view of what connectedness could do. With Advanced Healthstyles, we crafted a community wellness ecosystem that's inclusive of the needs of every resident. It's a motivator for the residents, a boost for our brand, and a success for our business."

Speak to a company representative

LaRae Marsik, Vice President Marketing,
303-996-0048, lmarsik@advancedexercise.com

Aegis Therapies® and EnerG® by Aegis are leaders in providing services to enhance health and happiness across the care continuum.





Athlete



Active now



Getting started



Needs a little help



Needs ongoing assistance

Company or brand

Aegis Therapies® and EnerG® by Aegis

Address

2601 Network Boulevard, Suite 102

City

Frisco

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Zip/postal code

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Country

United States

Toll-free

866-552-3913

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Email

ask@aegistherapies.com

Website

https://aegistherapies.com

Product lines or services

Designed to meet the unique needs of both facility patients and community residents, EnerG® by Aegis provides comprehensive wellness services grounded in the Seven Dimensions of Wellness, including restorative care, activities, and therapy integration. Programs are designed to improve resident independence, length of stay, and well-being with measurable outcomes.

Ongoing marketing & educational support

EnerG's individualized approach helps improve clinical and financial success with a personalized needs assessment, cobranded materials, digital media, and PR support. Resources showcase program effectiveness, drive census, and support staff training for therapy and wellness services.

KEYWORDS

Consulting services, Falls prevention products and programs, Group exercise products and programs, Medically supervised exercise and wellness programs, Therapy/rehabilitation products and services, Wellness operations

Which level(s) of physical function do your products/services target?

EnerG by Aegis supports individuals across the continuum of care.

What sets your company apart from others in the industry?

EnerG's holistic approach integrates therapy, wellness, and restorative care with facility services to deliver measurable business and clinical outcomes. Grounded in evidence-based practices, services enhance independence and are customizable to integrate into communities seamlessly.

What do your customers say about your products or services?

Customers praise EnerG for improving residents' quality of life and independence. Testimonials highlight the increased length of stay, measurable health improvements (decreased fall risk, depression, and unplanned rehospitalizations), and the seamless integration of wellness programs. EnerG's results-driven approach fosters satisfaction, collaboration, and positive impacts on care quality and occupancy rates.

Speak to a company representative

Brian Boekhout, Vice President of Wellness Services, 972-372-6750, brian.boekhout@aegistherapies.com

The Avive Connect AED is designed with every user in mind, making your AED easier to use than ever before.





Company or brand

Avive

Address

185 Valley Drive

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Brisbane

State/province

California

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94005

Country

United States

Toll-free

800-489-4428

Email

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Website

https://www.avive.life

Product lines or services

The Avive Connect AED is a small, lightweight (2.1 lbs.), US Food and Drug Administration-approved automated external defibrillator. Avive’s connectivity streamlines AED maintenance through daily wireless monitoring, providing AED owners with complete visibility into their fleet of devices. Quick notifications for status changes help save time and money and provide exceptional visibility.

Warranty

Our AEDs are warranted for five (5) years from the date of shipment. However, if the AED is registered with Avive’s REALConnect subscription services, the warranty is extended to eight (8) years per device.

Which level(s) of physical function do your products/services target?

All physical function levels.

KEYWORDS

Cardio equipment, Electronic products, Emergency planning, Safety products and services, Technology, Wellness operations

What offerings have you recently introduced?

The Avive Connect AED alerts 911 when in use. QuickRescue allows the AED to automatically transmit critical data, helping first responders be better prepared to respond to sudden cardiac arrest emergencies.

What sets your company apart from others in the industry?

Avive’s lifesaving technology is easy to use and manage. The Avive Connect AED is the smallest, lightest, FDA-approved AED available—built for accessibility, durability and portability. The device also automatically alerts 911, a feature that’s entirely new to the market.

What do your customers say about your products or services?

Customers say our device is simple to use, manage, and train on. They like that it is compact and easy to transport. They appreciate innovations like our rechargeable battery, touch screen, and Spanish button. We also get great feedback about our management dashboard and automatic software updates.

Speak to a company representative

Michael Thompson, Manager, Sales Development, 800-489-4428, sales@avive.life



*Cardiogaming on Blue Goji's
CyberCycle bikes helps riders sweat
smart and think sharper.*



Company or brand

Blue Goji

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United States

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<https://www.bluegoji.com>

Product lines or services

The CyberCycle bike by Blue Goji brings cardiogaming to the next level. The gamified cardio experiences on the upright and recumbent bikes are designed to slow cognitive decline in older adults by incorporating the practice of dual-task training (combining a physical exercise with a cognitive activity).

Ongoing marketing & educational support

We provide customer onboarding and educational webinars to bring customers up to speed on the new software. We also offer turnkey programming and promotional assets for events.

Which level(s) of physical function do your products/services target?

Our bikes support diverse abilities, from active adults to older individuals, with customizable resistance, adjustable equipment, and accessible gameplay. They promote physical activity, cognitive engagement, and well-being, accommodating various fitness levels and needs.

KEYWORDS

Brain fitness, Cardio equipment, Entertainment, Exercise and wellness programs

What offerings have you recently introduced?

Each year, we add up to four new gaming worlds to the platform. The most popular release among aging adults this year has been the card game Bridge. Remember, you must pedal to play!

What sets your company apart from others in the industry?

Blue Goji is passionate about promoting Embodied Health—helping people work on their physical, cognitive, mental and social health. Cardiogaming connects people as they work on their body and brain health.

What do your customers say about your products or services?

Our customers find that Blue Goji products reignite active adults' love for competition and play. Riders enthusiastically engage with games, leaderboards and challenges, fostering friendly competition. Facilitators are often surprised by the high levels of engagement and motivation sparked by these interactive experiences.

Speak to a company representative

Megan Goniprow, Director of Senior Living Partnerships, 609-405-8778, megan@bluegoji.com



British Swim School teaches essential water safety and swimming skills to all ages and abilities.



Company or brand

British Swim School

Address

2829 Guardian Lane, Suite 100

City

Virginia Beach

State/province

Virginia

Zip/postal code

23452

Country

United States

Toll-free

844-576-2796

Email

partnerships@britishswimschool.com

Website

<https://britishswimschool.com>
<https://britishswimschoolfranchise.com/pool-partnerships/>

Product lines or services

British Swim School is a leading provider of water safety and swim instruction, offering programs for all ages—from infants as young as three months to seniors through our Aqua Active program. We partner with facilities to transform underutilized pools into thriving hubs for community swim lessons.

Ongoing marketing & educational support

Local British Swim School partners will provide ongoing marketing and community engagement support, with swim lessons providing opportunities for intergenerational and community connections to be made.

KEYWORDS

Adaptive exercise, Aquatic products and programs, Community living, Exercise and wellness programs, Group exercise products and programs, Sustainable aquatics

Which level(s) of physical function do your products/services target?

The British Swim School Aqua Active program is available as an added benefit for any pool partner. This program would target residents from “Athlete” through “Needs a little help” functional levels.

What sets your company apart from others in the industry?

British Swim School stands out with survival-first swim lessons, focusing on water safety before stroke development. Our model transforms underutilized community pools into vibrant spaces that foster safety, activity and connection

What do your customers say about your products or services?

“Our little girl is learning to love the water, and she’s getting more comfortable with each swimming lesson. Plus, we feel much safer knowing that she has survival skills!”

Speak to a company representative

James Aspatore, Manager of Pool Relationships,
 757-659-8072, james.aspatore@britishswimschool.com



**Company or brand**

DiningRD

Address

1650 Des Peres Road, Suite 210

City

St. Louis

State/province

Missouri

Zip/postal code

63131

Country

United States

Toll-free

800-544-3059

Fax

314-423-9825

Email

rd@diningrd.com

Website<https://www.diningrd.com>**Product lines or services**

- Dietitian consulting
- Foodservice software

Which level(s) of physical function do your products/services target?

Needs a little help, Needs ongoing assistance.

What offerings have you recently introduced?

Senior Living Value-Based Care: Comprehensive Nutrition.

KEYWORDS

Consulting services, Dining services, Food services, Nutrition, Technology

What sets your company apart from others in the industry?

The comprehensive food and nutrition programs at DiningRD are designed and supported by a team of registered dietitians with extensive food service experience.

What do your customers say about your products or services?

A Director of Nutrition shared, "Before Dining Manager, a large amount of my time was spent on reviewing menus and writing the modified texture diet spreads using an Excel spreadsheet. With DiningRD, our chefs have a 'one stop shop' to creating their menu and a complete database for recipes."

Speak to a company representativesales@diningrd.com



The Dividat Senso combines cognitive challenges with movement exercises to enhance brain health and mind-body interactions to live better, longer.



Dividat.

Think & Move®



Company or brand

Dividat USA

Address

3550 Frontier Avenue, Suite A2, Office C

City

Boulder

State/province

Colorado

Zip/postal code

80301

Country

United States

Tel

720-383-3230

Email

hellousa@dividat.com

Website

<https://www.dividat.com/en>

Product lines or services

The Dividat Senso is a cutting-edge platform that combines cognitive and physical training through its Think & Move® technology. It adapts to individual needs, providing personalized, science-based exercises that improve both mental and physical well-being. Used worldwide, the Dividat Senso enhances users' overall health and promotes long-term wellness outcomes.

Warranty

Dividat offers a comprehensive two-year warranty against diagnosed part failures, ensuring peace of mind. Coverage is maintained as long as the product is used properly, with protection voided only in cases of damage or misuse.

Ongoing marketing & educational support

We provide tailored marketing support, along with comprehensive virtual and on-site training. Additionally, clients gain exclusive access to Dividat Academy, insightful case studies, and pilot projects, ensuring a well-rounded and impactful experience for maximum success.

In-service training

We offer personalized training options, tailored to your preference, with both on-site and virtual sessions

KEYWORDS

Balance products and programs, Brain fitness, Exercise and wellness programs, Falls prevention products and programs, Memory care solutions, Therapy/rehabilitation products and services

available. Virtual training is included with every purchase, ensuring comprehensive support and a seamless learning experience for all clients.

Which level(s) of physical function do your products/services target?

The Dividat Senso is designed to enhance all five levels of physical function, providing a comprehensive solution that adapts to diverse needs, ensuring effective training and improvement across a wide spectrum of physical capabilities.

What offerings have you recently introduced?

Dividat has launched specialized brain health and balance programs, targeting Strength & Endurance, Executive Function, and Reaction Time, along with custom assessments like Sway, Stroop, Go-NoGo, and Switching Test, for enhanced cognitive and physical training.

What sets your company apart from others in the industry?

The Dividat Senso platform combines Swiss-engineered hardware and software, seamlessly linking body and mind through science-driven exergames. Its ability to automatically adapt to users' training levels sets it apart, delivering personalized, cutting-edge cognitive and physical training.

What do your customers say about your products or services?

"Since I have been training on the Dividat Senso I feel improvement in my brain-body connection, concentration and decision-making."

"The Dividat Senso is a quick and easy way to work on coordination of senses."

"Nothing is more meaningful than maintaining functional independence. The Dividat Senso allows us to offer targeted, individualized training opportunities to help our seniors remain independent."

Speak to a company representative

Dallas Wright, Director of North America, 920-889-7269, dallas@dividat.com

**Goode
Health.**

VANILLA SPICE
superfood nutrition shake

CUSTOM MADE FOR:

Stacy

BASE:

PLANT PROTEINS, PREBIOTIC FIBER, ORGANIC
POLYPHENOLS, CORES MICRONUTRIENTS
AND SUPERFOODS.

BOOSTS:

VASCULAR & BONE SUPPORT
SLEEP, BLOOD SUGAR CONTROL AND
HEALTHY TEA (ORGANIC GREEN TEA, MATCHA, etc.)

**POWERFUL AND NATURAL
AS NUTRITION SHOULD BE**

Goode Health is a purpose-driven health and wellness company on a mission to create simple, effective and science-based solutions to help people live longer, healthier lives.



Company or brand

Goode Health

Address

20 Acosta Street

City

Stamford

State/province

Connecticut

Zip/postal code

06902

Country

United States

Tel

614-400-9547

Email

hello@goodehealth.com

Website

<https://www.goodehealth.com>

Product lines or services

Our Ultimate Nutrition Shakes are in powder form (to be blended with liquid of choice or added as a smoothie base).

Warranty

Please go to <https://claims.route.com> to submit a claim, then we'll go from there.

Ongoing marketing & educational support

Our website, <https://www.goodehealth.com>, provides support.

Which level(s) of physical function do your products/services target?

Goode Health is suitable for people at any physical function level.

KEYWORDS

Nutrition, Supplements

What offerings have you recently introduced?

In addition to our Moroccan Chocolate and Vanilla Spice flavors, we added an Unsweetened option (which excludes monk fruit and stevia). We also introduced sample size packets, so people can try multiple flavors.

What sets your company apart from others in the industry?

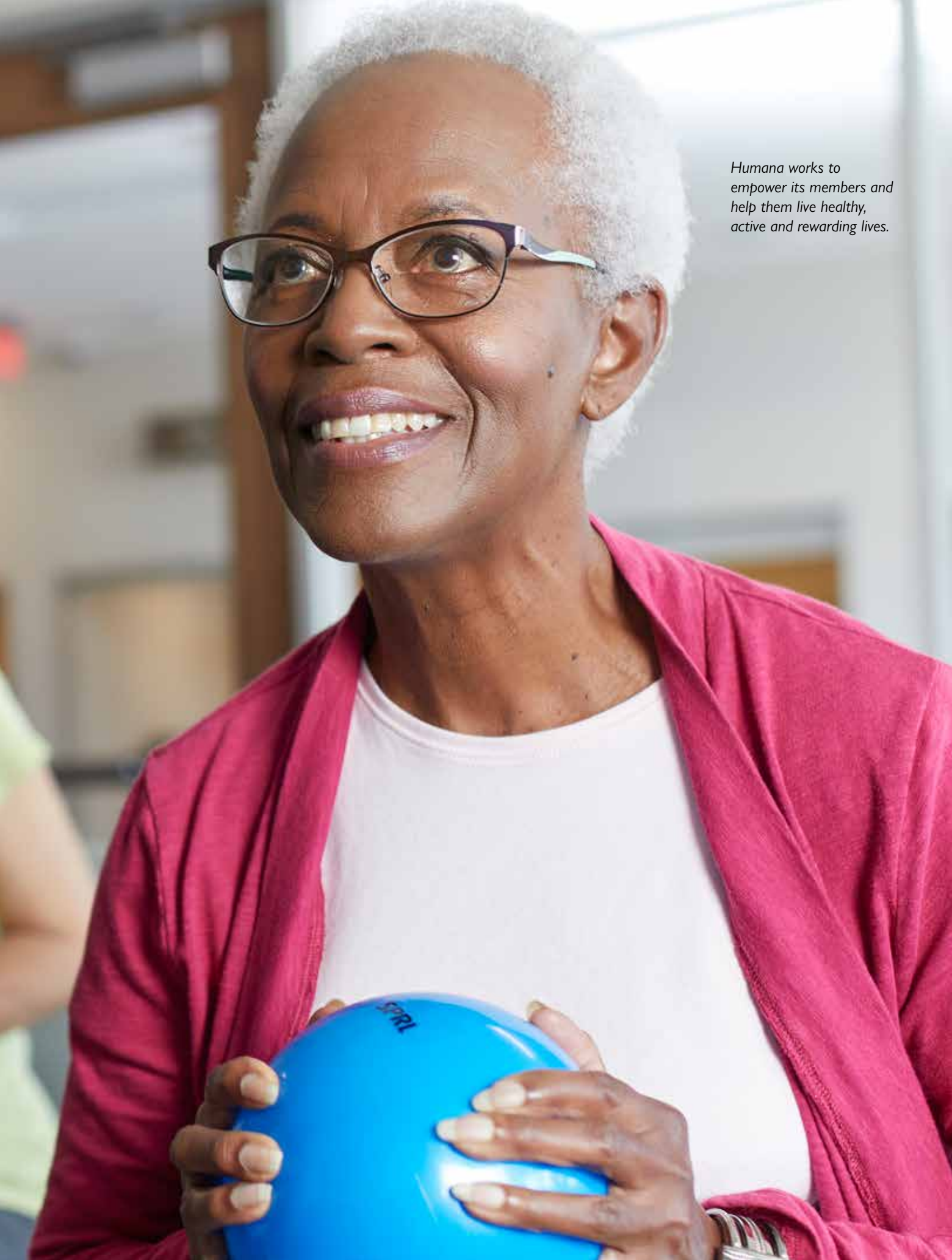
Products are clinically proven to improve health in just two weeks of daily usage. Made from the Earth's most potent superfoods paired with plant protein and prebiotic fiber to maximize absorption. No fillers, sugar or artificial anything.

What do your customers say about your products or services?

"There are so many protein powders and meal supplements out there, but I was looking for a way to optimize my health especially since I am of a certain age with a lot of natural changes occurring. I needed to find a good quality supplement without paying a high cost. I am very thankful I found Goode Health!" – **Stacy T.** (see <https://youtu.be/M60vtoP7uc8?si=Q5seT9j6oA5mcMzV>)

Speak to a company representative

Mike Glick, CEO, 614-400-9547, mike@goodehealth.com



Humana works to empower its members and help them live healthy, active and rewarding lives.



Athlete



Active now



Getting started



Needs a little help



Needs ongoing assistance

Company or brand

Humana, Inc.

Address

500 West Main Street

City

Louisville

State/province

Kentucky

Zip/postal code

40202

Country

United States

Toll-free

800-448-6262

Fax

888-556-2128

Website

<https://www.humana.com>

<https://www.humana.com/help>

Product lines or services

Humana’s successful history in care delivery and health plan administration helps us create a new integrated care model with the power to improve health/well-being while lowering costs. Our efforts lead to better quality of life for older adults and others. We’re creating solutions allowing our medical and specialty members to reach best versions of themselves.

KEYWORDS

Wellness operations

Which level(s) of physical function do your products/services target?

Our range of clinical capabilities, resources and tools—such as in-home care, behavioral health, pharmacy services, senior-focused primary care clinics, data analytics and wellness solutions—combine to produce a simplified experience that makes healthcare easier to navigate and more effective.

What sets your company apart from others in the industry?

We recognize that health and well-being are determined by more than what happens in a doctor’s office. By working with healthcare providers, caregivers and community partners, we’re able to address social determinants of health and remove existing barriers to good health.



HUR wellness solutions include pneumatic strength, functional balance and integrated cardio equipment designed for all ability levels to increase user participation and engagement.



Company or brand
HUR USA

Address
422 North Northwest Highway, Suite 220

City
Park Ridge

State/province
Illinois

Zip/postal code
60068

Country
United States

Toll-free
877-729-2636

Tel
847-729-2636

Fax
847-509-4500

Email
sales@hurusa.com

Website
<https://www.hurusa.com>

Product lines or services
HUR wellness solutions include pneumatic strength training, functional balance, integrated cardio equipment and the SmartTouch management system. All are designed to increase resident engagement and participation by providing measurable outcomes and results-based programming.

Warranty
HUR has a 10-year warranty on its product's frames and three years on all other parts, excluding electronic components and upholstery, whose warranties are one year and three months, respectively.

Ongoing marketing & educational support
Our POWERED by HUR marketing and communication tools help you communicate the benefits of the HUR solution to your residents, members, referral sources and prospects, creating a

KEYWORDS

Accessibility equipment, Exercise and wellness programs, Falls prevention products and programs, Functional fitness equipment, Strength equipment, Technology

powerful wellness engagement strategy that drives program participation.

In-service training

HUR offers program design, implementation, on-site training and an education portal to ensure your wellness initiative achieves optimal success. We also offer detailed training instruction on how to effectively build wellness programming for older adults.

Which level(s) of physical function do your products/services target?

Athletes to beginners to those who need ongoing assistance. HUR equipment is specifically designed to provide safe, targeted training for a diverse range of abilities and stamina levels.

What offerings have you recently introduced?

Power is integral to maintaining independence as we age. HUR SmartTouch equipment can now display peak power output for each repetition and motivate users with a target power goal.

What sets your company apart from others in the industry?

Powered by 30 years of experience, evidence-based Scandinavian design, pneumatic (air-resistance) technology and a full suite of program-design services, we help customers create an integrated wellness engagement strategy that increases resident participation rates.

What do your customers say about your products or services?

"We've had a 75% increase in fitness center participation!" **Jen Deleonardis**, Fitness Director, Fuller Village

"HUR Smart Technology takes all the guesswork out and gives me the confidence to go for it. Today, I feel stronger than ever." **Ann Riley**, resident, Presbyterian Village North

Speak to a company representative

847-729-2636, sales@hurusa.com



**STEP by Keiser
and A400 Technology**

Transforming lives through
data-driven strength and vitality.



*STEP by Keiser transforms lives through
strength, balance and renewed vitality by
tracking the data that matters.*



Company or brand

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

crystalj@keiser.com

Website

<https://www.keiser.com>

Product lines or services

Keiser pursues solutions that push the limits of fitness science. Instead of starting and ending with the limits of the machine, Keiser starts with the potential of the human body and develops smarter technology. Our equipment helps everyone from elite athletes to active older adults add more life to their years.

Warranty

Keiser offers extensive warranties for both strength and cardio machines.

Ongoing marketing & educational support

Keiser offers STEP: A turnkey fitness solution for older-adult communities. STEP combines four pillars for success: marketing and sales support; exercise programs designed to succeed; staff education and support; and advanced equipment and technology.

KEYWORDS

Cardio equipment, Exercise and wellness programs, Functional fitness equipment, Group exercise products and programs, Strength equipment

In-service training

An intensive training program equips staff to service Keiser machines. Keiser's online Service Support Center allows you to check announcements, view popular topics or find equipment-specific support. Contact our service department for one-on-one service.

Which level(s) of physical function do your products/services target?

Keiser's Pure Resistance Technology™ (PRT) is ideal for all fitness levels, from rehabilitation to elite athletics. Its smooth, adjustable resistance reduces joint stress, making it perfect for older adults or those with limitations.

What offerings have you recently introduced?

- *STEP by Keiser* is a comprehensive fitness program designed specifically for older adults to improve strength, mobility and overall well-being.
- *A400 Resistance Machines* offer Keiser's resistance technology with a touch screen display, for tracking performance data and optimizing workouts.

What sets your company apart from others in the industry?

Keiser's low-mass, low-inertia resistance enables people of any age and fitness level to advance their functional independence in a safer and more efficient manner. Our patented dynamic variable resistance is easier on the joints.

What do your customers say about your products or services?

"The equipment is easier to use, and it's easier on the body." **Jill L.**, Wellness Assistant, River Landing

"I would recommend [STEP] highly to people my age. I'll be turning 90 next year. I feel invigorated. I feel euphoric." **Bob C.**, 89, Member, Duke Center for Living

Speak to a company representative

Crystal Johnson, Market Specialist, 941-757-9964, crystalj@keiser.com

LifeLoop's comprehensive software platform makes senior care exceptional for everyone by engaging residents, delighting staff and connecting family members.





Company or brand

LifeLoop

Address

5889 Greenwood Plaza Boulevard, Suite 210

City

Greenwood Village

State/province

Colorado

Zip/postal code

80111

Country

United States

Tel

303-806-0797

Email

lifeloop@lifeloop.com

Website

<https://lifeloop.com/>

Product lines or services

LifeLoop’s comprehensive software provides solutions that help communities flourish by delivering a more holistic approach to enriching the resident experience, not just through engaging content, but also through empowering the staff who support residents and facilitating connections with their families.

Ongoing marketing & educational support

LifeLoop offers virtual and on-site trainings for clients who are onboarding our technology. Customers can also leverage ongoing service and technical support, a robust digital library of on-demand learning resources, and regular in-depth trainings.

KEYWORDS

Community living, Computer software, Management services, Memory care solutions, Reminiscence and relationship-building, Technology

Which level(s) of physical function do your products/services target?

LifeLoop engagement content is specifically designed to address the dimensions of wellness, supporting staff and engaging residents at all levels of care, and physical and cognitive ability.

What offerings have you recently introduced?

LifeLoop provides solutions for resident engagement, family satisfaction and staff efficiency in one platform, available on any device. The platform’s artificial intelligence-enhanced solutions enhance resident life while streamlining critical staff workflows.

What sets your company apart from others in the industry?

LifeLoop enables operators of any size and care setting to improve outcomes. Among customers, 94% of staff report reduced resident loneliness, 78% report easier workdays, 81% report stronger connections between residents and families, and more.

What do your customers say about your products or services?

We are proud that exceptional customer service and partnership is what our customers enjoy most about LifeLoop, in addition to the value the solution brings, as evident by our consistent 85% recommendation rate.

Speak to a company representative

Marcus Banks, Chief Revenue Officer, 540-273-8313, marcus.banks@lifeloop.com

Matrix's Go Series, Versa MD equipment, and cardio options will help you bring your vision of healthy movement to life.





Company or brand

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

608-839-8686

Fax

608-839-8687

Email

info@matrixfitness.com

Website

<https://www.matrixfitness.com/active-aging>

Product lines or services

Matrix's extensive portfolio of functional movement solutions includes equipment designed to meet the needs of those who understand just how important movement is to a healthy future.

Warranty

Varies by equipment. View the Matrix website for full details: <https://www.matrixfitness.com/support>

Ongoing marketing & educational support

Contact your Matrix representative for marketing support or visit the Matrix Marketing Resource Center (<https://www.matrixfitness.com/store>) for premade assets. Visit the Matrix Learning Center (<https://www.matrixlearningcenter.com>) for immediate access to product overviews and educational webinars.

KEYWORDS

Adaptive exercise, Cardio equipment, Exercise accessories, Functional fitness equipment, Group exercise products and programs, Strength equipment

In-service training

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

Which level(s) of physical function do your products/services target?

Matrix has products and programming solutions that can target each level of physical function on ICAA's continuum.

What offerings have you recently introduced?

Add the optional handrail kit to our Lifestyle Treadmill for increased stability during entry and exit. We continue to expand the integrations on our touch consoles so that your existing technology solutions work seamlessly with our equipment.

What sets your company apart from others in the industry?

The Versa MD Leg Press offers unique adjustments so users can perform isometric, plyometric and isotonic exercises. The Go Strength Series features low starting weights and minimal adjustments to make strength training less intimidating for users of all ages and ability levels.

Speak to a company representative

Joe Turngren, Medical and Active Aging Sales Manager, East, 212-722-1648, joe.turngren@matrixfitness.com

Joe Peters, Medical and Active Aging Sales Support Representative, 615-290-1437, joe.peters@matrixfitness.com

Medical Fitness Solutions provides evidence-based, affordable nonpharmacological solutions and education for the aging population worldwide.





Company or brand
Medical Fitness Solutions

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@medicalfitsolutions.com

Website
<https://www.medicalfitsolutions.com>

Product lines or services
Our new dual-pronged Fall and Fracture Reduction and Neurological Improvement certificate programs provide safe, effective and affordable solutions to the challenges of aging. Physician endorsed, nonpharmacological strategies include proven modalities, methods and nutritional support. Medical Fitness Solutions can also provide equipment planning, business modeling, and financing.

Warranty
Varies with equipment choice.

Ongoing marketing & educational support
Our live, interactive webinar training programs assist in implementing and using our modalities. New for 2025 is our comprehensive, tech-level Fall and Fracture Reduction and Neurological Improvement certificate programming for caregivers.

KEYWORDS

Balance products and programs, Certification, Exercise and wellness programs, Falls prevention products and programs, Preventive maintenance, Wellness operations

In-service training

On-site or via webinar, training and continuing educational programs are available as part of working with Medical Fitness Solutions. Our trainers have 100+ years of combined experience in rehabilitation and long-term care applications.

Which level(s) of physical function do your products/services target?

We work with older adults at every functional level, from athletes to people requiring ongoing assistance. Our programs and products can be adjusted or modified to accommodate all fitness levels.

What offerings have you recently introduced?

We have introduced a small footprint, comprehensive Fall and Fracture Reduction program that addresses all aspects of risk: strength, balance, bone density, gait, nutrition, cognition and environment.

What sets your company apart from others in the industry?

Medical Fitness Solutions walks the walk. Our specialized fitness center in Southern California works with various clients, primarily referred by physicians, addressing falls risk, peripheral neuropathies, fragility, osteoporosis, stroke recovery, mild cognitive impairment and Parkinson's disease.

What do your customers say about your products or services?

We garner success stories from the folks we work with in person and from our partners in rehabilitation and senior care across the world. Particularly gratifying are the reports from people with degenerative issues who say our programming has halted and reversed their conditions.

Speak to a company representative

Alex Sbragia, Chief Operating Officer, 800-831-7665, 760-451-3079, alex@medicalfitsolutions.com

MHI Brands Safe-er-Grip is the original suction cup grab bar.





Company or brand
MHI Brands Safe-er-Grip

Address
5920 East Central Avenue, Suite 203

City
Wichita

State/province
Kansas

Zip/postal code
67208

Country
United States

Toll-free
800-371-3509

Tel
316-684-2229

Fax
800-678-5644

Email
orders@mhibrands.com

Website
<https://www.mhibrands.com>

Product lines or services
MHI Brands Safe-er-Grip provides suction cup balance assist bars and suction cup bath accessories.

Ongoing marketing & educational support
Safe-er-Grip offers ongoing marketing and educational support through social media campaigns, how-to videos, in-store displays, instructional guides, live demonstrations, and collaboration with retailers to educate customers about product safety, installation and benefits.

Which level(s) of physical function do your products/services target?
Needs a little help.

KEYWORDS

Accessibility equipment, Mobility devices, Safety products and services

What offerings have you recently introduced?

Safe-er-Grip introduced the All Black Suction Cup Balance Assist Bar in 12” and 16” lengths.

What sets your company apart from others in the industry?

For nearly 20 years, Safe-er-Grip has provided trusted, innovative suction cup grab bars, earning a strong reputation as an industry leader for safety, quality and reliability. *USA Today* recognized these grab bars as this category’s best pick in 2023 and 2024.

What do your customers say about your products or services?

“This grab bar works just like I hoped it would in my acrylic-type shower. It affixes to the wall very tightly. I actually needed a little help from someone stronger to flip the handles down. No sign of slippage yet after a month. Very happy with this purchase so far.” (customer review taken from Amazon)

Speak to a company representative

Emily Cape, Operations Manager, 316-684-2229, emily@mhibrands.com

NIFS brings customized fitness solutions to life through our degreed staff who help maximize resident engagement in your community.





Company or brand

The 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

Email

edavenport@nifs.org

Website

<https://wellness.nifs.org/>

Product lines or services

NIFS has been a trusted partner in senior living for 20+ years. Our Fitness Management services activate fitness centers to become vibrant hubs of activity while helping residents achieve real results. Our Wellness Companion subscription service can enhance wellness education and programming. We also specialize in equipment layout of fitness centers.

Ongoing marketing & educational support

NIFS provides our clients with data and resources to effectively market their community fitness programs. Our marketing portal and engagement tracking can help clients showcase their fitness programs and how they promote an active lifestyle.

In-service training

NIFS staff annually complete enrichment training on a variety of fitness and senior-specific topics. They will ensure the safe delivery of the most effective programs so your residents can exercise with confidence.

KEYWORDS

Exercise and wellness programs, Falls prevention products and programs, Management services

Which level(s) of physical function do your products/services target?

NIFS supports all functional levels. Whether training residents for a pickleball tournament or offering seated exercise in licensed areas, our qualified staff and resources meet residents wherever they are in their health journey.

What offerings have you recently introduced?

NIFS proudly launched our Wellness Companion content subscription service. Communities can now tap into educational resources and programs developed by the NIFS team of senior fitness professionals to enhance clients' wellness offerings.

What sets your company apart from others in the industry?

NIFS is the complete fitness solution. We help our clients generate substantial increases in resident engagement in their fitness amenities and take the legwork and guesswork out of managing a best-in-class fitness program for communities.

What do your customers say about your products or services?

Residents love our staff and programs, and our clients are highly satisfied with the high engagement rates we generate in their fitness amenities. Our comprehensive services provide clients with a well-oiled fitness program that receives high satisfaction scores from current residents and is highly marketable to prospective residents.

Speak to a company representative

Emily Davenport, President, 317-274-3432, ext. 208, edavenport@nifs.org



NuStep's RB8 Recumbent Bike is the latest addition to its family of inclusive fitness equipment.



Company or brand

NuStep, LLC

Address

47700 Halyard Drive

City

Plymouth

State/province

Michigan

Zip/postal code

48170

Country

United States

Toll-free

800-322-2209

Tel

734-769-3939

Fax

734-769-8180

Email

info@nustep.com

Website

<https://www.nustep.com>

Product lines or services

NuStep's family of recumbent cardio products, including the T6 Recumbent Cross Trainer, UE8 Upper Body Ergometer and RB8 Recumbent Bike, represents three decades of innovative product development. With shared attributes like a user-friendly, inclusive design and intuitive user interface, the T6, UE8 and RB8 offer uniformity across each platform.

Warranty

NuStep's warranty includes 10 years frame, three years parts, and one year labor.

KEYWORDS

Adaptive exercise, Cardio equipment, Functional fitness equipment, Strength equipment, Therapy/rehabilitation products and services

Which level(s) of physical function do your products/services target?

Our products are designed to meet users wherever they are in their rehab or fitness journey. Features like a low-inertia start-up can support frail, deconditioned users, while adjustable resistance levels can challenge athletic users.

What offerings have you recently introduced?

We introduced the RB8 Recumbent Bike—our fourth new product since 2019. Designed for access and ease of use, the RB8's smooth orbital motion and adjustable resistance levels deliver a low impact yet effective workout.

What sets your company apart from others in the industry?

Our high-quality products and longevity in the health and wellness segment have earned us a reputation for excellence among professionals in healthcare, senior living and fitness settings. Our reputation extends to home users as well.

What do your customers say about your products or services?

Healthcare professionals consider our products invaluable because they support patients through each phase of their rehab. Users love that they can get a safe, independent workout because our products are easy to access and use. They appreciate how building strength and endurance allows them to participate more fully in life.

Speak to a company representative

Carly Manzo-Tluczek, Senior Living Market Manager, 734-418-1827, cmtluczek@nustep.com





Athlete



Active now



Getting started



Needs a little help



Needs ongoing assistance

Company or brand

Restaura

Address

260 Charles Street, Suite 301

City

Waltham

State/province

Massachusetts

Zip/postal code

02453

Country

United States

Toll-free

833-573-7828

Tel

781-764-0022

Email

info@restaura.com

Website<https://www.restaura.com>**Product lines or services**

Restaura is filling a void in the senior living and active-aging community outsourced dining operations industry by bringing elevated quality, concierge-style personalization, and culinary variety together with data science.

Ongoing marketing & educational support

The Restaura marketing, operations and culinary teams provide hands-on support to active-aging community operators to maximize the vital role of culinary services in resident experiences as well as acquisition and retention efforts.

In-service training

With our shared ownership model, all Restaura associates—from kitchen staff and servers to corporate team members—have an ownership stake in the company. In an industry plagued by high turnover, our teams are trained and motivated to exceed expectations.

KEYWORDS

Consulting services, Food services, Nutrition, Technology

Which level(s) of physical function do your products/services target?

Our culinary offering serves all of these levels of function.

What offerings have you recently introduced?

Restaura launched in 2024 to disrupt the residential dining market and establish new standards of excellence with tools that automate highly personalized menus, track real-time sentiment analysis, minimize waste and maximize freshness.

What sets your company apart from others in the industry?

The Restaura solution combines a culture rooted in employee ownership with a data-driven operating model to deliver culinary experiences that meet the high expectations of today's aging population.

What do your customers say about your products or services?

Since our recent launch, we've been overwhelmed by the interest in our proprietary real-time performance technology dashboards for community executives and residents, as well as our employee ownership model.

Speak to a company representative

Chad Cantwell, Chief Revenue Officer, 512-221-4338, ccantwell@restaura.com

Fitness partners worldwide trust Spirit Fitness for technologically advanced, high-quality commercial grade cardio, strength and rehabilitation equipment.



SPIRIT.**Company or brand**

Spirit Fitness

Address

3000 Nestle Road

City

Jonesboro

State/province

Arkansas

Zip/postal code

72401

Country

United States

Toll-free

800-258-4555

Tel

800-258-4555

Fax

870-935-7611

Email

corey.disler@spiritfitness.com

Website<https://www.spiritfitness.com>**Product lines or services**

- Commercial and Light Commercial Fitness Equipment (cardio, strength, medical/rehabilitation)
- Residential Fitness Equipment

Warranty

Varies by product. Each product page displays warranty information on our website.

KEYWORDS

Cardio equipment, Exercise and wellness programs, Strength equipment, Therapy/rehabilitation products and services, Walking, Walking products

What offerings have you recently introduced?

Spirit Fitness provides a full line of strength equipment, including Duals, Selectorized, Free Weight, and Cable Machines. We also now offer medically-certified rehabilitation cardio equipment.

What sets your company apart from others in the industry?

For over four decades we have provided users with the highest-quality equipment and service. That simple purpose continues to drive us when designing and developing every piece of equipment bearing the Spirit Fitness name. Each new equipment design meets the same demanding standards that have always crafted our brand.

Speak to a company representative

Corey Disler, Vice President of Commercial & Medical Sales, 918-549-8446, corey.disler@spiritfitness.com

SportsArt offers sustainable fitness and rehabilitation solutions.





Company or brand

SportsArt

Address

5900 36th Avenue West, Suite C-100

City

Everett

State/province

Washington

Zip/postal code

98203

Country

United States

Tel

425-481-9479

Email

info@gosportsart.com

Website

<https://www.gosportsart.com>

Product lines or services

SportsArt has been innovating design and manufacturing the highest-quality fitness equipment for more than 40 years. All our strength and cardio products are designed to be eco-friendly and inspire performance for our shared world.

Warranty

Our full commercial line of cardio equipment comes with a five-year parts and three-years labor warranty.

Ongoing marketing & educational support

We offer extensive end-user and operator training on how to use our products and how to engage your residents and staff. Additionally, we promote our installations and their operational message on several marketing channels, including social media and active-aging publications.

KEYWORDS

Cardio equipment, Functional fitness equipment, Strength equipment, Technology, Therapy/rehabilitation products and services, Walking products

In-service training

Our service engineers will train your operational teams on general maintenance and how to troubleshoot commonly reported problems.

Which level(s) of physical function do your products/services target?

SportsArt carries strength and cardio equipment for every level of physical function.

What offerings have you recently introduced?

We introduced an energy-generating stepper machine.

What do your customers say about your products or services?

A privately-owned, founding-family-operated business with customers in over 80 countries, we have lived our values since our 1977 inception. Some of our almost 200 patents are standard in the fitness industry (such as a step-through design on a recumbent bike). We have a full line of energy-generating cardio equipment.

What do your customers say about your products or services?

Our customers say that our equipment is built to last and easy to maintain.

Speak to a company representative

Ruben Mejia, Executive Vice President, 425-481-9479, rmejia@gosportsart.com

Total Brain Health is training brains and changing lives.



COGNITIVELY INDEPENDENT



MILD-MODERATE DEMENTIA



Athlete



Active now



Getting started



Needs a little help



Needs ongoing assistance

Company or brand

Total Brain Health

Address

89 Commerce Road

City

Cedar Grove

State/province

New Jersey

Zip/postal code

07009

Country

United States

Tel

973-665-0422

Email

info@totalbrainhealth.com

Website

https://totalbrainhealth.com

Product lines or services

Our science-backed programs help all minds thrive with group and personal experiential training that stimulates the mind, fosters social skills, builds connections and boosts confidence for healthy aging at every stage.

Warranty

We guarantee evidenced-based brain health and memory improvement programs that appeal to residents across cognitive ability levels. Our group programs include self-paced facilitator certificate training for turnkey rollout and community-wide best practices.

Ongoing marketing & educational support

TBH supplies strategic content and support materials to our brain training partners for distinct positioning. Our video, in-person training and webinars additionally aid TBH trainers in program delivery.

KEYWORDS

Brain fitness, Education and training, Exercise and wellness programs, Memory care products, Memory care solutions, Reminiscence and relationship-building

In-service training

TBH Toolkits group programs and TBH Toolbox365 are fully scripted programs for easy, turnkey use. In addition, we provide phone and email support, video-based certificate training and professional development certificate courses.

Which level(s) of physical function do your products/services target?

We work with older adults at every functional level, from athletes to people requiring ongoing assistance.

What offerings have you recently introduced?

We introduced single sign-on access for improved program retention, tracking and reporting. Coming soon: our new persona-based app for one-to-one cognitive training tied to resident preferences and interests.

What sets your company apart from others in the industry?

TBH programs are founded on a body, mind and spirit blueprint for wellness. Our results-oriented, activities-based, brain-training workouts underscore the importance of staying intellectually and socially engaged for optimal cognitive wellness.

What do your customers say about your products or services?

Partners report to us how consistently popular our programs are in their communities and tell us future classes often have waiting lists. Customers thank us for delivering meaningful, engaging cognitive training—and making it fun!

Speak to a company representative

info@totalbrainhealth.com

BUILD YOUR WELL



WELLNESS FOUNDATION

Wellness is key to creating a robust culture and thriving community—on campus, in centers and beyond. Now, the International Council on Active Aging® is investing in your success with a new member benefit.

As an ICAA member, you and your staff can enroll in ***ICAA's Foundation for Wellness Certificate Course*** at no additional cost. Participants develop a fundamental understanding of wellness. Curricula include scientific evidence and useful strategies for building your organization's wellness culture and programming. This new benefit is available to all members, including Individual, Organizational and ICAA 100 members.

Not a member? Join ICAA today! You'll access a range of member benefits plus make a bold statement that your organization believes in wellness, and supports a future of thriving for constituents and staff.

**To learn more, email info@icaa.cc
or call toll-free 866-335-9777.**



603-1112 West Pender Street, Vancouver, BC, V6E 2S1

Toll-free: 866-335-9777 Tel: 604-734-4466

www.icaa.cc



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