



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

Grace Management, Inc. Vice President of Sales Lori Edgerton Joins 154 Thought Leaders on ICAA Task Force to Forge the “Next Normal” for Senior Living  
***Grace Management, Inc. participated in the ICAA Task Force to create strategies and tactics to maintain safety and reinvigorate lifestyles for older adults in age-restricted communities.***

Maple Grove, MN – August 26, 2020 — Grace Management, Inc. VP of Sales Lori Edgerton joined thought leaders from around North America—providers of housing and services for older adults—to create strategies and tactics to help all segments of the senior living industry emerge from restrictions as a result of the COVID-19 pandemic.

“To emphasize the differences among the types of senior living options (for example, active adult, independent living, assisted living, nursing and memory care), Task Force members suggested structural changes that could renew the value proposition of senior living at the same time organizations strive to ensure the health and well-being of residents, staff, and family,” said Task Force Organizer Colin Milner, CEO of International Council on Active Aging.

The strategies and tactics are collected in the white paper, “Creating a Path Towards the Next Normal in Senior Living,” available at:”[https://www.icaa.cc//listing.php?type=white\\_papers](https://www.icaa.cc//listing.php?type=white_papers).

“We want to inspire and empower older adults to play an active role in risk management and maintaining independence,” said Grace Management, Inc. VP of Sales Lori Edgerton.

Six strategies determined by the Task Force can apply to many types of organizations:

1. **Design, re-design and/or renovate exteriors and interiors of buildings.** The value of transitioning indoor and outdoor spaces to enable physical distancing and innovative service delivery is suggested, along with identification of infrastructure and renovations that combine healthy approaches with preparation for potential emergencies.

2. **Develop purpose-driven, caring, passionate associates.** Because associates are valuable contributors to the workplace culture and the lives of older adults, there is a collection of options for organizational structures, professional growth, and recognition.
3. **Provide technology to increase connections, aid efficiency, and optimize health.** The pandemic caused an immediate, wholehearted shift to delivering messages, programs, and health care through in-house portals, telehealth, and internet services. Ideas for implementation assume that will likely be a future need.
4. **Develop the culture of positive aging, framed by all the dimensions of wellness.** Approaches to counteract stereotypical attitudes toward older adults and reset organizational priorities are offered, based in a philosophy of helping residents be as independent as possible and engaged in the life of their communities.
5. **Establish trust by being prepared to respond to emergencies and unexpected events.** One aspect of the value of senior living is the ability of organizations to be prepared to immediately respond to an emergency, and to be transparent in communicating the status of residents and associates.
6. **Update perceptions to reinforce the new value proposition of each type of senior living.** Ideas for wording and stories that organizations can use to relay how the lives of residents were protected during the pandemic while services continued to be delivered, with a call to educate the public about the differences among types of properties.

The strategies and tactics developed by members of the Task Force are intended to trigger actions that individual organizations can take. Underneath each strategy there are tactics and tasks that reflect what organizations can do today, and what they could do to prepare for the midterm and long-term lifestyles necessitated by the COVID-19 pandemic.

Grace Management, Inc. will continue to balance the safety of residents and staff while looking to the future.

#### **About Grace Management, Inc.**

Grace Management, Inc. (GMI) was established in 1984 to develop, market, and manage residential communities for seniors. GMI combines sound fiscal and operational management, adherence to ethical standards, and dedication to the long-term satisfaction and quality of life of all residents and associates. Grace Management, Inc. is a subsidiary of CPF Living Communities and is ranked in ASHA's 50 largest seniors housing owners. For more information, please visit [www.gracemanagement.com](http://www.gracemanagement.com).

#### **About the ICAA COVID-19 Senior Living Industry Task Force**

ICAA COVID-19 Senior Living Industry Task Force will generate and provide ideas, tactics, strategies,

and messaging suggestions that organizations can consider as they begin to emerge from a period of quarantine and plan for a new post-COVID era. This includes, but is not limited to, the impact of the built and virtual environments, social activities and food/beverage services, technology, education and security that impacts the health and well-being of staff and residents; challenges to current and future business models; and approaches to build confidence in living in and visiting senior living properties.

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