

Director of Community Solutions for Living Care Lifestyles joins ICAA task force to lead senior living transformation after COVID-19

Industry thought leaders and key stakeholders to convene on May 27 and May 28, 2020 to chart a path forward for North America's senior living industry.

(VANCOUVER, BC) May 27, 2020 – Tracey Harvey joins more than 160 industry thought leaders to provide guidance for communities throughout North America as they prepare to emerge from a period of quarantine and plan for a new post-COVID era.

Participants in the ICAA COVID-19 Senior Living Task Force include representatives of for-profit, not-for-profit, and affordable housing -- organizations providing active-adult and independent living, continuing care retirement communities/life plan, assisted living, long-term care, skilled nursing, and rehabilitation. Participating industry associations include, among others, LeadingAge, American Senior Housing Association (ASHA), Argentum, American Medical Directors Association (AMDA), Pioneer Network, National Council on Aging (NCOA), The National Association of Directors of Nursing Administration in Long-Term Care (NADONA), and the American Society on Aging (ASA).

Harvey states, "The time to connect more broadly and continue key learnings has never been more important than now. I have been involved with ICAA from its inception and am thrilled to participate in this very important Task Force representing Living Care Lifestyles and our Quail Park Communities".

"The health, wellness and quality of life of our residents and staff are paramount as we chart a path forward in the midst of uncertainty," said ICAA founder and CEO Colin Milner, who conceived the initiative. "The Task Force will generate and provide ideas, tactics, strategies and messaging suggestions that organizations can consider as they begin to plan for a new post-COVID era."

Milner will co-chair the task force with Richard H. Carmona, MD, MPH, FACS, 17th US Surgeon General, Chief of Health Innovations, Canyon Ranch, and psychologist/gerontologist Ken Dychtwald, PhD, best-selling author, founder and CEO of Age Wave.

"Organizations need to make their way through the pandemic and have a game plan to come out of it," Milner said. "Importantly, all key stakeholders are coming together as a group to address COVID-19's impact on the industry, and help ensure that organizations will continue to be viable and meet residents' expectations and desires while also ensuring their safety now and into the future."

Task force members and panelists at the May 27 and May 28 launch sessions will address fundamental issues such as social distancing and its impact on the built environment, infrastructure needs and engagement.

About Living Care Lifestyles

[Living Care Lifestyles](#), since 1991 is the leader in Brilliant Senior Living providing living options for "Modern Agers" aka seniors, to thrive. The organization has Quail Park communities located in California, Arizona, Texas and Washington. Lifestyle options include Dining, Independent Living, Assisted Living, Enhanced Assisted Living and Memory Care which includes the proprietary Tribute Program™. The unique program focuses on the needs of persons living with Alzheimer's and dementia by paying tribute to each individual's previous accomplishments while focusing on the persons remaining strengths and present relationships. For More Information: Contact Traceyh@livingcarelifestyles.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.

About the International Council on Active Aging (ICAA)

www.icaa.cc

ICAA is a professional association that leads, connects and defines the active-aging industry and supports professionals who aspire to develop wellness cultures for adults over 50. This support includes creating wellness environments, programs and services. The association is focused on active aging-an approach to aging that helps older adults live life as fully as possible within all dimensions of wellness-and provides its members with education, information, resources and tools. As an active-aging educator and advocate, ICAA has advised numerous organizations and governmental bodies.

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