



NEWS

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For Immediate Release

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**Signature Care Presented “Award of Merit” from
Canadian Academy of Senior Advisors**

At its International meeting in Las Vegas, the Canadian Academy of Senior Advisors (CASA) awarded Signature Care of Calgary its Award of Merit for service to the Canadian senior community.

CASA is the Canadian licensee of the international Society of Certified Senior Advisors (SCSA), a group of geriatric physicians, gerontologists, elder law lawyers, accountants, financial planners, and others trained and certified in senior issues. CSA’s participate in the World’s Largest Membership organization training professionals about aging, and through CASA, can access single, credible source of information for professionals serving the 55-plus population.

Founders Susan Bessant, CSA, and John Ashby, CSA, members of The Senior’s Choice organization since 2003, share a mutual devotion toward ensuring the highest ethical standards of care for Seniors...standards embodied in their vision of a world in which Senior citizens can age gracefully, socialize frequently and live confidently, a vision realized through Signature Care in the home care they provide for loved ones from Calgary and surrounding areas. Their dedication to ethical service was recognized publicly when Signature Care won the Better Business Award for Ethical Service for Southern Alberta.

Both honourees embrace progressive practices through the Cognitive Retention Therapy (CRT) program, for persons experiencing the affects of age-related memory challenges, early through mid-stage Alzheimer’s disease, and brain injury caused by trauma or stroke.

With its trained and caring staff, both Bessant and Ashby share the feelings of an employee who wrote to nominate them for this Award, saying, “I like a job where I can make a difference in a person’s day. Signature Care’s philosophy is that clients are always treated like kings and queens. I am happy to provide a loving atmosphere of comfort and security to each family, knowing their loved one is well cared for.”

As imagined, there were many entries, each scrutinized and vigorously debated by an impartial Review Committee, and only those meeting the standards of leadership, innovation and quality of service to the 55-plus community advanced in the selection process.

Accepting the Award, Ms. Bessant said, "We are proud and honoured to have been selected. For us, it’s a matter of trust. We are given the responsibility to assist those who cannot help themselves, while providing them the dignity they so richly deserve. That’s our overarching goal.” Echoing Bessant, Mr. Ashby said, “The Senior community, especially those with

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cognitive impairment, is a continual challenge for us. Because of the many types of personal care required, our daily goal is to exceed the needs of those for whom we provide care and daily services. Each day we learn from those we serve and we gladly share this wonderful Award with all whose lives touched ours.”

Speaking on behalf of CASA, organization President Rhonda Latreille concluded, saying, “In Canada, Seniors are the fastest growing segment of our community. By 2016 there will be more Canadians over the age of 65 than children under the age of 14. Certified Senior Advisors like these stellar honourees understand the evolving needs of their clients, and provide relevant and ethical services to Canada’s Boomer and Senior populations. We are proud of our association with Sue Bessant and John Ashby through Signature Care, and with this award, we celebrate their leadership in enhancing the lives of so many Canadians.”

Background: CASA

CASA is the Canadian licensee of the international Society of Certified Senior Advisors (SCSA), a group of geriatric physicians, gerontologists, elder law lawyers, accountants, financial planners, and others well-schooled in senior issues. CASA provides a single, credible source of information and training for the 55-plus population, adapted with the Canadian content and unique Canadian laws, rules, and regulations, products and services.

Today, there are in excess of 25,000 professionals throughout North America, representing a variety of different industries: retirement consultants, home and health care, insurance agents, lawyers, social workers, spiritual counsellors, real estate agents, and many others who recognize the importance of the unified training and professional recognition that comes upon course completion and award of the CSA® (Certified Senior Advisor) designation.

Background: Signature Care

Sue Bessant had a long and successful career in banking and her business partner, John Ashby had several years experience in the health care industry which included 15 years as a paramedic, owning his own air ambulance business and ongoing involvement in the care of brain injured and mental health clients.

As associate trainers of the Best Friends approach to dementia care, Susan and John train all their caregivers in this approach to client care. The Alzheimer Society of Calgary commented that key to Signature Care’s success is the leadership provided by Susan and John who have maintained the highest level of customer service while creating a positive, supportive culture for their employees. Susan also serves as an active volunteer with Agape Hospice.

The best endorsements always come from happy customers and one said it best with the following testimonial “When I make a recommendation of Signature Care to other families, I am telling them that I totally trust them with my parent’s physical and emotional safety and wellbeing.”

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Background: The Senior's Choice

The Senior's Choice is the nation's largest network of private duty home care companies caring for seniors. With over 200 members in the United States and Canada, The Senior's Choice offers its members the unparalleled opportunity to become successful independent business owners. The Senior's Choice membership model was developed as an alternative to franchising that gives entrepreneurs a step-by-step guide to starting their businesses, along with a comprehensive training program and unparalleled support, without the long-term conditions and costs imposed on them by a franchise.

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