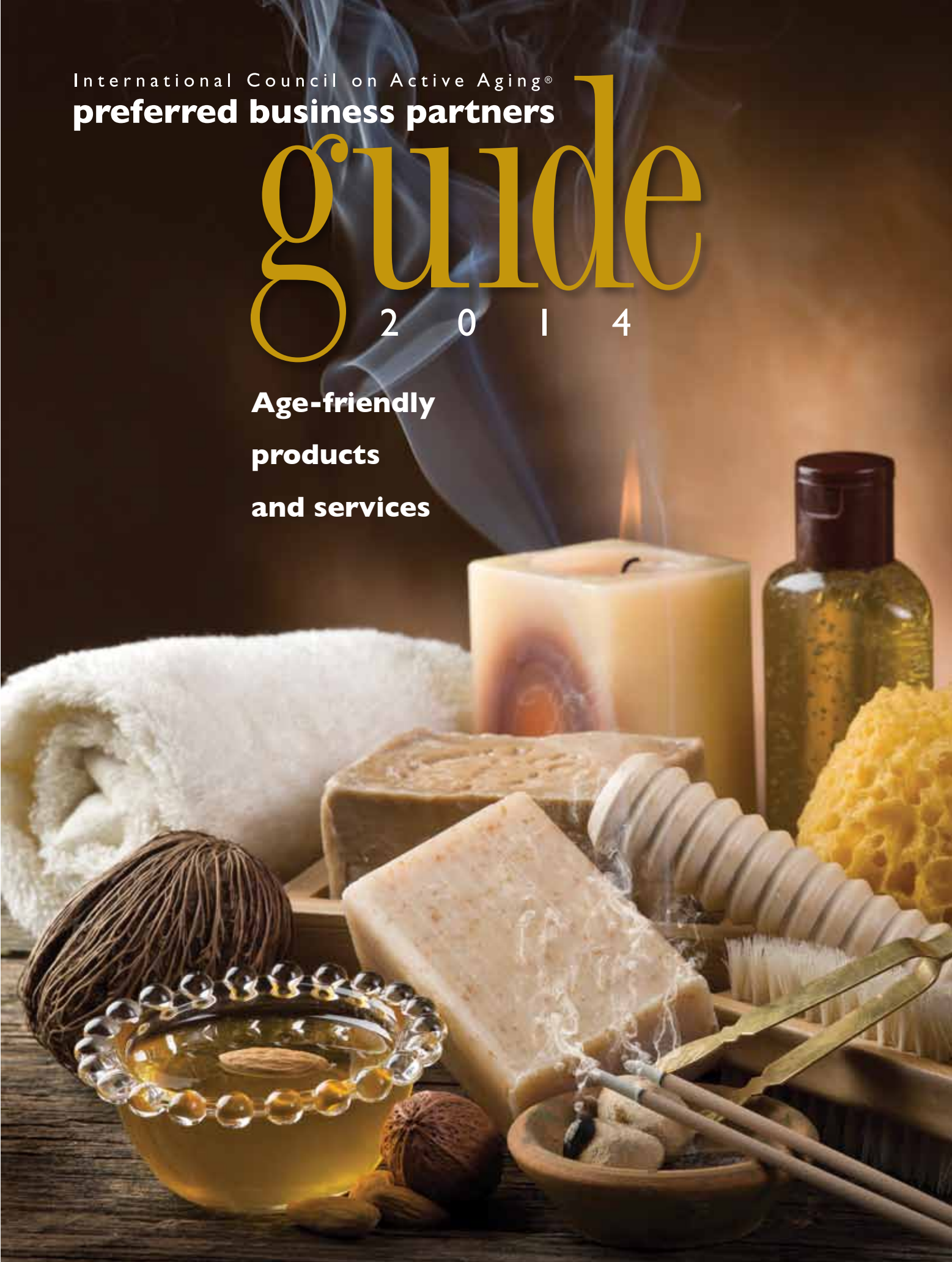


International Council on Active Aging®  
**preferred business partners**

# guide

2 0 1 4

**Age-friendly  
products  
and services**



# Active Living For Positive Outcomes

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# C o m m e n t

## Opportunities that benefit us all



Powerfully and profoundly, the age 50+ consumer is reshaping economies. In the United States, for example, this demographic includes “106 million people responsible for at least \$7.1 trillion in annual economic activity ...,” reveals global advisors Oxford Economics. And that figure “is expected to reach well over \$13.5 trillion in real terms by 2032.” Welcome to the “Longevity Economy.”

According to the firm’s 2012 briefing paper, the Longevity Economy represents “the sum of all economic activity serving the needs of Americans over 50 and including both the products and services they purchase directly and the further economic activity this spending generates.” It also challenges marketers’ perceptions of aging consumers, as the 50+ demographic today outspends any other age group in the US. For many businesses, future success will rely on how well they engage these customers.

The sheer numbers and buying power of the 50+ age group already drive demand for new—and better—products and services to meet its members’ diverse abilities, needs, desires, interests and expectations. Businesses need to be creative and think strategically about their approaches and offerings for these consumers.

The capacity for wellness is one common denominator among aging adults. In our industry, we know that with the right opportunities and support, people may live well and engage in life as fully as possible at any age, regardless of socioeconomic status or health conditions. We need to provide the environments, programming, and products and services to encourage participation. That’s where the *ICAA Preferred Business Partners Guide* can help.

The companies featured in this publication embrace the active-aging philosophy. They develop, build and provide offerings to

support the health and wellness of age 50+ adults. And they are committed to engaging this market.

In these pages, you’ll read about offerings for mind, body and spirit—everything from food services to spa services, brain fitness to outdoor fitness, personal training to personal care. You’ll also find products and professional services to help you promote healthy aging in positive, safe environments. These offerings span the spectrum of active-aging settings. We encourage you to learn about them and discover the right fit for your constituents.

It’s an axiom in our industry that people age differently. Many of today’s older adults are perfectly healthy, both physically and cognitively, according to a newly published study by David Lowsky and colleagues in the *Journals of Gerontology*. Age 50+ consumers are reshaping expectations and experiences of aging, just as they are reshaping economies. How will we respond?

One thing is certain: To be part of the active-aging industry is to continually learn, grow and evolve. We need products and services that advance along with us. ICAA Preferred Business Partners are listening. Reach out and share your feedback.

As our response to aging changes, so will the opportunities associated with it—along with the products and services that support them. Being connected with solution providers has never been more important to help us all benefit from the opportunities of an aging population. ☺

A blue ink signature of Colin Milner, CEO of International Council on Active Aging.

**Colin Milner, CEO**

*International Council on Active Aging®*

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ICAA Preferred Business Partners profiles are posted on the ICAA website, along with partner images and videos. Partners may make updates during the year. Profiles may be accessed by clicking “Buyer’s guide” on the ICAA home page.

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# 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](http://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 the 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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# Become an ICAA Preferred Business Partner



The ICAA Preferred Business Partner Program is another great way to keep your products and services in front of ICAA members year-round.



To learn about the benefits of becoming an ICAA Preferred Business Partner, call ICAA toll-free 866.335.9777 or email [info@icaa.cc](mailto:info@icaa.cc)

Or go online to [www.icaa.cc](http://www.icaa.cc)

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Vancouver BC V6L 2T3 Canada  
Toll-free: 866-335-9777  
Tel: 604-734-4466  
Fax: 604-708-4464



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®**

3307 Trutch Street  
Vancouver, BC V6L 2T3  
1.866.335.9777  
Phone: 604.734.4466  
Fax: 604.708.4464  
info@icaa.cc  
[www.icaa.cc](http://www.icaa.cc)



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

*ACP's progressive technology, clinical programs  
and therapist training help improve outcomes  
for over 5,000 therapy providers*





**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**

[totaylor@hanger.com](mailto:totaylor@hanger.com)

**Website**

[www.acplus.com](http://www.acplus.com)

**Years in business**

40 years

**National Sales Manager**

Tony Taylor, Vice President of Marketing

**National Service Director**

Patrick Parker, Vice President of Biomedical Services

**Regional Manager**

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

**Discounts & terms**

ACP's programs and training are available for a low monthly service fee. The programs require no capital expenditures and can be discontinued with 30 days' notice.

**Estimated time of delivery**

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

**Warranty**

Please call for details.

**Product line or service**

ACP OmniVR Virtual Rehabilitation System provides a motivating exercise experience that inspires residents to exercise harder and longer to improve strength, balance, gait, mobility, coordination and cognition.

**Features**

With an advanced 3D camera and specialized tracking software, the OmniVR leading-edge technology provides interactive exercise activities for residents/patients without the need for hand controllers, mats or platforms. It includes 6 exercise categories and 3 objective measure tests.

**Ongoing marketing & educational support**

ACP's clinical programs include on-site lab and didactic training by licensed PTs and OTs. Educational and marketing materials are included, along with ongoing equipment maintenance, calibration and swaps for the length of the contract.

**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 30 evidence-based treatment programs.

**What inspired your company to produce these products or services?**

Professional athletes have used ACP's technology successfully for years to improve recovery and performance. We believe aging adults should be entitled to the same progressive technology to "keep them on their own playing field."

**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, evidence-based clinical protocols and on-site therapist training to improve outcomes. ACP partners with over 5,000 SNFs, ALFs, ILFs, outpatient clinics, hospitals and other post-acute therapy providers throughout the US.

*Older adults are recovering strength, physical function and quality of life at ActiveRx locations across the United States*







**Company**

ActiveRx Active Aging Centers

**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**

8 years

**Product line or service**

The award-winning, research-based ActiveRx model delivers services to improve and maintain the strength and physical function of patients and members through franchised neighborhood Active Aging Centers and licensed On-Campus locations in senior living centers.

**Features**

Services support the scientifically proven connection between strength enhancement, function recovery and quality of life among older adults. Licensed and certified active-aging professionals provide assessment, rehabilitation and strength therapy service.

**Ongoing marketing & educational support**

On-Campus licensees receive marketing support to increase patients' length of stay, improve patient satisfaction and leverage the ActiveRx brand to generate new referrals. Franchisees receive full operations and marketing support services.

**What inspired your company to produce these products or services?**

The ActiveRx System was developed to use a large body of scientific research and redefine aging by meeting the national need for a model to restore strength, independence and quality of life for older adults.

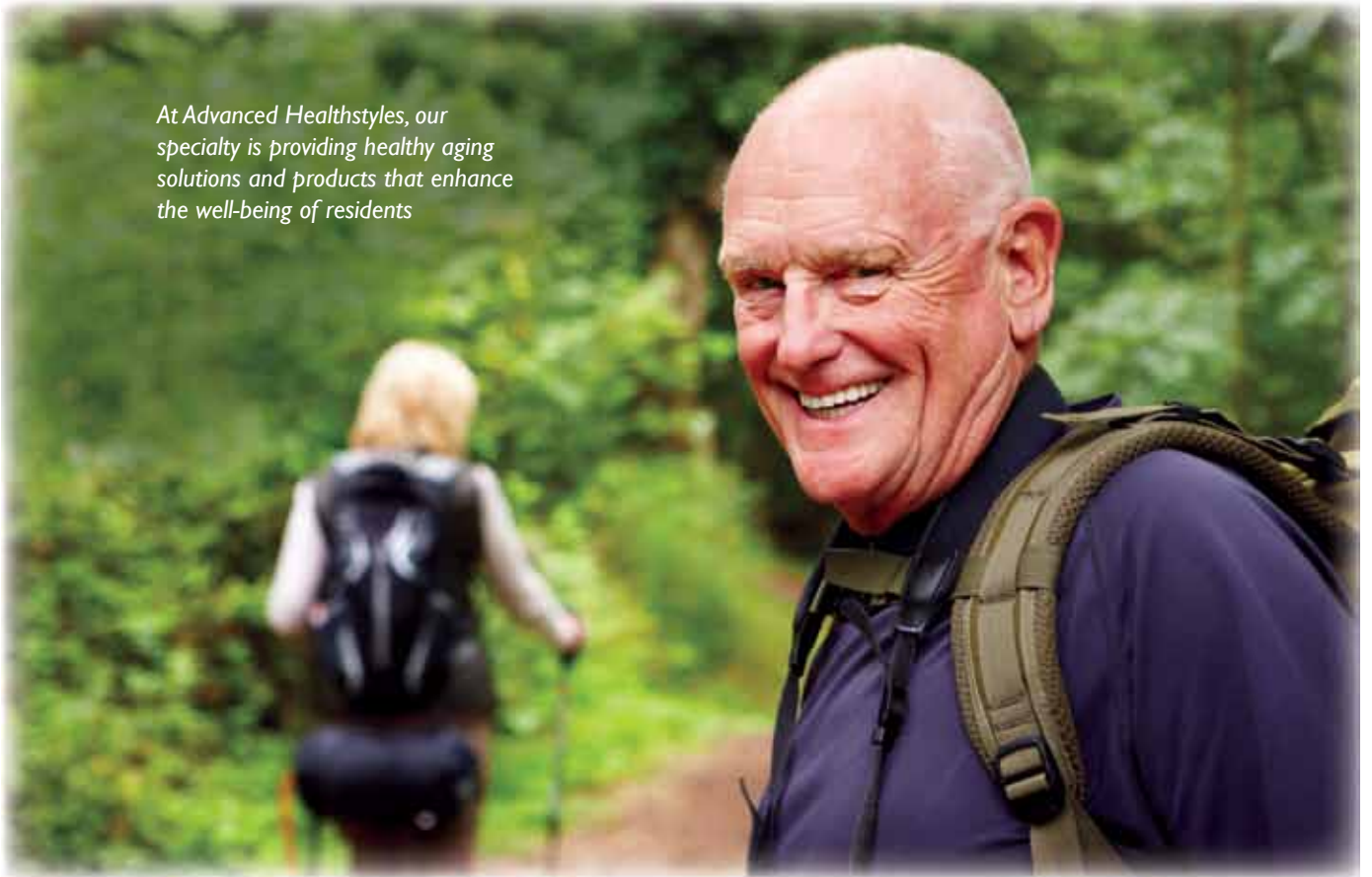
**What inspired your founder(s) to form your company?**

A former geriatric researcher, founder Matt Essex witnessed hundreds of lives being transformed through strength recovery. He created The ActiveRx System with a nationally recognized scientific advisory board to change the current healthcare paradigm.

**What sets your company apart from others in the industry?**

The ActiveRx System is a national company dedicated to the mission of redefining aging on the local level through restoring strength and physical function to older adults regardless of their age or physical condition.

*At Advanced Healthstyles, our specialty is providing healthy aging solutions and products that enhance the well-being of residents*



**Company**

Advanced Healthstyles

**Address**

861 Southpark Drive, Suite 100

**City**

Littleton

**State/province**

Colorado

**Zip/postal code**

80120

**Country**

United States

**Toll-free**

855-326-6765

**Tel**

720-383-3230

**Email**

info@advancedhealthstyles.com

**Website**

www.advancedhealthstyles.com

**Years in business**

25 years

**National Sales Manager**

Frank Arant

**Estimated time of delivery**

Varies by equipment

**Warranty**

Varies by equipment

**Product line or service**

Advanced Healthstyles is a leader in active aging, and offers solutions through products from SCIFIT, The Only Green, Escape, and CSMI Balance Systems.

**Features**

Advanced Healthstyles specializes in improving quality of life in all dimensions of wellness through physical activities, balance training, and cognitive functional training, as well as social interaction, mental stimulation and emotional development.

**What inspired your company to produce these products or services?**

We are inspired by our goal of providing healthy aging solutions and products that enhance the well-being of older adults.

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

Our mission is to assist organizations in helping older adults embrace fitness, improve quality of life, stay active, interact socially, and maintain everyday activities with smiles on their faces and joy in their hearts.

**What sets your company apart from others in the industry?**

As a nationwide distributor and provider of health and wellness solutions for 25+ years, we are experts in providing value for our partners through our product portfolio and consulting services.

*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

**Fax**

479-201-0402

**Email**

brian.boekhout@aegistherapies.com

**Website**

www.aegistherapies.com,  
www.aegistherapies.com/energ

**Years in business**

16 years

**National Sales Manager**

Cindy Kasson, Vice President of Sales

**National Service Director**

Brian Boekhout, Vice President of Wellness Services

**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.

**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 135 different educational offerings across the 7 wellness dimensions.

**What inspired your company to produce these products or services?**

For the past 16 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 17<sup>th</sup> Avenue South**City**

Naples

**State/province**

Florida

**Zip/postal code**

34102

**Country**

United States

**Toll-free**

888-522-2496

**Fax**

888-670-6791

**Email**

info@thebalancegym.com

**Website**

www.thebalancegym.com

**Years in business**

6 years

**Estimated time of delivery**

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

**Warranty**ICON Health & Fitness, Inc., Manufacturer's  
Warranty**Product line or service**

The BalanceGym Exercise, Rehabilitation, Stretching, and Stair Training Balance Station is designed to manage the effects of aging and injury on the musculoskeletal and balance systems.

**Features**

Wide grip/comfortable handrests. Easy-to-grasp handle for personalized height adjustment. Lightweight BalanceStep accessories. Lumbar support balance belts. Resistance bands with easy attachment clasps. Integrated wheels. Encourages group exercise. Used with Nintendo Wii Games for balance safety.

**Ongoing marketing & educational support**

An exercise chart shows the core exercises, balance positions and stretching positions that clients can perform on the BalanceGym. Our website provides photos of each exercise being performed. Questions can be emailed to info@thebalancegym.com.

**In-service training**

The product provides standing balance support for exercise and stretching programs, and requires no special training. The BalanceGym is easy to incorporate with current exercise, rehab and balance programs, and Nintendo Wii Balance Games.

**What inspired your company to produce these products or services?**

An orthopedic surgeon developed the BalanceGym with a physical therapist from inspiration and insight gained from understanding, treating and managing their patients' musculoskeletal needs.

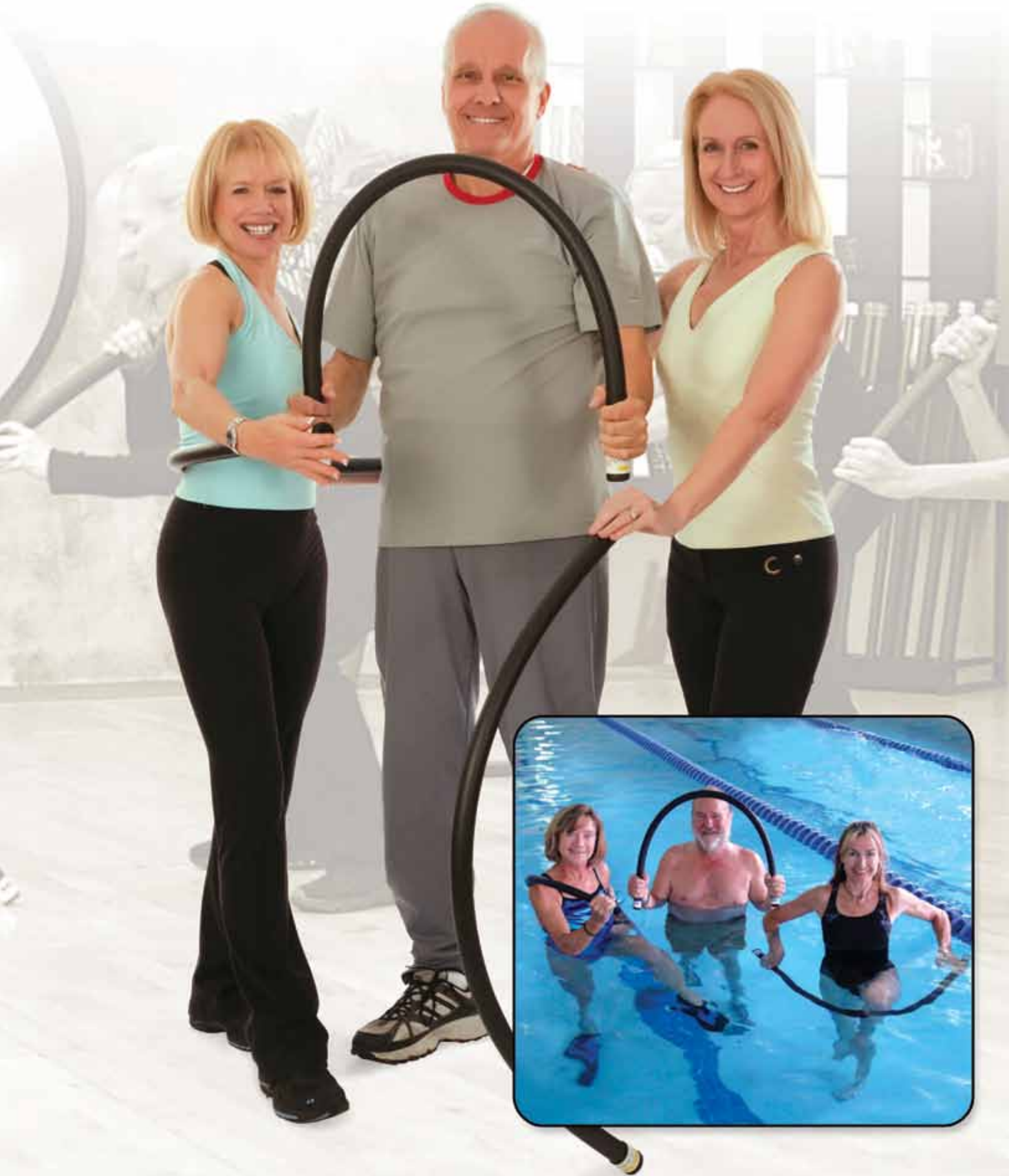
**What inspired your founder(s) to form your company?**

We were inspired to create the BalanceGym Station by the need for a product specifically to assist in supporting standing exercise and stretching for actively aging adults and people with balance impairments.

**What sets your company apart from others in the industry?**

BalanceGym provides a portable, personal, multi-functional standing balance station designed for people with minor balance conditions or permanent balance impairments. We have created an award-winning, versatile and affordable exercise and rehab tool.

*Balance, flexibility, endurance & strength.  
On land. In the water. For life*





**Company**

Body Bar, Inc.

**Address**

PO Box 4653

**City**

Boulder

**State/province**

Colorado

**Zip/postal code**

80306-4653

**Country**

United States

**Toll-free**

800-500-2030

**Tel**

303-938-6865

**Fax**

303-938-6864

**Email**

info@bodybar.com

**Website**

www.bodybar.com

**Years in business**

26 years

**National Sales Manager**

Craig Williams

**National Service Director**

Jessica Mitchell

**Discounts & terms**

2% 10, net 30 days

**Estimated time of delivery**

5–7 business days

**Warranty**

Body Bar warrants its products free from defects in material, workmanship and design for a period of 12 months after ship date.

**Product line or service**

We offer Weighted Exercise Bars, Flex & AquaFlex Bars, and education (DVDs, manuals, master classes, ongoing workshops).

**Features**

Premium quality, product support, and programming.

**Ongoing marketing & educational support**

Exercise and instructional DVDs, wall charts, manuals, workout videos on YouTube, and presentations of new programming at industry shows throughout the United States.

**In-service training**

Master Training, instructional videos, and manuals (for group exercise, home workouts, cardio, strengthening and conditioning, flexibility, balance, yoga, pilates, physical therapy, and sport-specific training).

**What inspired your company to produce these products or services?**

We are committed to changing lives worldwide through functional fitness. We consider passion, integrity and fun to be essential elements of our content and community.

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

Our founder recognized that a weighted exercise bar, with the weight evenly distributed over the length of the bar, had advantages.

**What sets your company apart from others in the industry?**

Our company is set apart by breadth and quality of product offering, the award-winning Body Bar Flex, and accompanying programming.



**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**

13 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 year

**Product line or service**

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

**Features**

The BOSU Balance Trainer, BOSU 3D System and BOSU Ballast Ball allow your clients to push themselves a little bit or a lot with exercise options that challenge the core, endurance, strength, flexibility and balance.

**Ongoing marketing & educational support**

Workout and training DVDs, including *BOSU Mobility & Stability for the Active Aging*; free exercise video clips at [www.bosu.com](http://www.bosu.com); partnership with SpiroFIT, a live-streaming fitness resource; and BOSU Active Aging Certification by Lawrence Biscontini.

**What inspired your company to produce these 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, 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."

**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.

Rapid strengthening, improved balance and stair descent, plus decreased falls risk—with low energy and oxygen demand





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**

35 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**

6 weeks

**Warranty**

1 year 100%. Extended warranty available

**Product line or service**

With BTE Eccentron, 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.

**Features**

The research-proven Eccentron provides strengthening for clients with low cardiac output. Target strength or endurance goals to match capabilities. Comfortable seating and low step-over ensure easy access. Large game feedback display offers an 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 these products or services?**

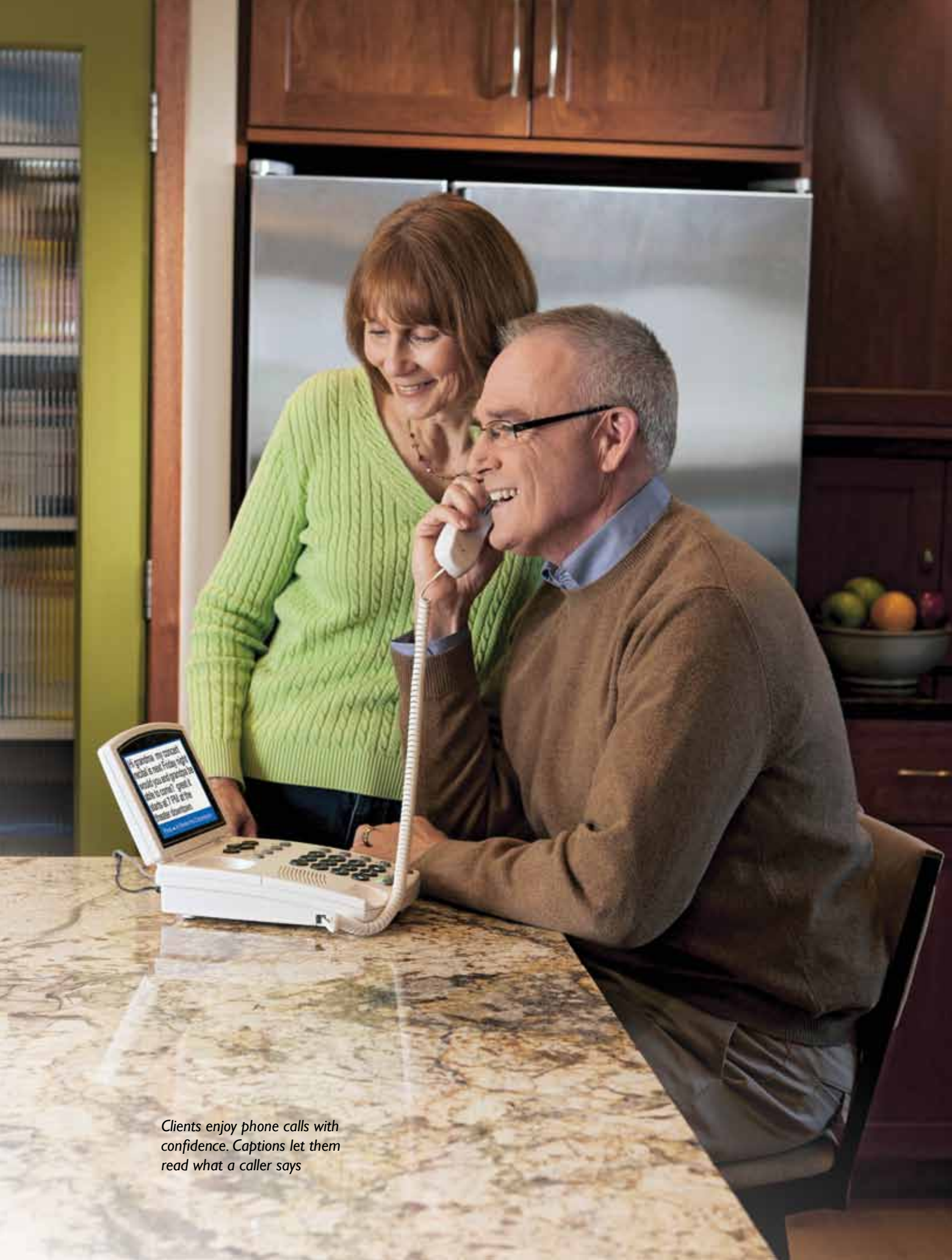
Years of experience in engineering and producing functional rehabilitation systems have made BTE keenly aware of the need to match clients' abilities with superior ergonomic design.

**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.



*Clients enjoy phone calls with confidence. Captions let them read what a caller says*

**Company**

CapTel Captioned Telephone

**Address**

450 Science Drive

**City**

Madison

**State/province**

Wisconsin

**Zip/postal code**

53711

**Country**

United States

**Toll-free**

800-233-9130

**Tel**

608-238-5400

**Fax**

608-238-3008

**Email**

captel@captel.com

**Website**

www.captel.com

**Years in business**

13 years

**National Sales Manager**

Ron Dreyfus; Jamie Machotka

**Estimated time of delivery**

Same day (select areas) or expedited shipping

**Warranty**

90 day full warranty; 5 year repair/replacement policy

**Product line or service**

CapTel captioned telephone shows word-for-word captions of everything a caller says over the phone. Like captions on television, for the phone. Helps people with hearing loss enjoy phone conversations confident they'll catch every word.

**Features**

CapTel looks and works like a traditional phone. It features a large display screen with adjustable font sizes and colors, and a built-in answering machine that shows captions of messages. Hearing aid compatible.

**Ongoing marketing & educational support**

A customer service helpline is available 24/7 with the push of a button. Helpful *Getting Started* DVD comes with each telephone. Additional support online includes live chat and easy-to-follow videos.

**In-service training**

Home installation and on-site training available in most areas. Please call for details.

**What inspired your company to produce these products or services?**

CapTel was developed to provide people with hearing loss with the confidence, security and peace of mind of relying on the phone—to connect with family, friends and businesses.

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

CapTel believes people with hearing loss deserve the same easy access to telephones that everyone else has. Hearing loss does not need to stop individuals from connecting with those who are important in their life.

**What sets your company apart from others in the industry?**

CapTel offers 24/7 customer helpline, multiple telephones to choose from, applications for captions on mobile/cell phones, superior products, and trusted captioning service.



*Helping people with hearing loss use the phone again, with confidence*





**Company**

CaptionCall

**Address**

4215 South Riverboat Road

**City**

Salt Lake City

**State/province**

Utah

**Zip/postal code**

84123

**Country**

United States

**Toll-free**

877-557-2227

**Tel**

801-293-6566

**Email**

jbradford@captioncall.com

**Website**

www.captioncall.com

**Discounts & terms**

Only \$75—a \$199 value

**Estimated time of delivery**

Scheduled upon customer contact

**Warranty**

Satisfaction guaranteed

**Product line or service**

CaptionCall, an innovative telephone for anyone with hearing loss, provides written captions of what callers say on a large, easy-to-read screen to reinforce anything the ears might miss. It also provides amplification and superb sound quality.

**Features**

CaptionCall is easy to use and works just like a regular phone. It comes with touch-screen technology, adjustable text sizes and ringtones, hearing aid compatibility, voicemail and answering machine captioning, and much more.

**Ongoing marketing & educational support**

Local CaptionCall trainers are available nationwide to deliver and set up phones and train customers on how to use them, all at no cost. Also, enjoy ongoing toll-free customer support.

**In-service training**

On-site training upon delivery.

**What inspired your company to produce these products or services?**

It is estimated that 48 million Americans struggle with hearing loss. Our driving mission is to help people with hearing loss communicate confidently by telephone with friends and care providers.

**What sets your company apart from others in the industry?**

CaptionCall offers customer support with certified CaptionCall trainers nationwide. Our customers enjoy free delivery, installation, in-home training, and a 100% satisfaction guarantee.



**Company**

Cascade Health and Fitness, LLC

**Address**

17280 Woodinville-Redmond Road NE, Suite 800

**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**

2 years

**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

**Product line or service**

The ChairMaster is a fitness chair that lets users sit and get fit! It features a recumbent exercise bike that folds out of sight when not in use, and resistance bands for strength training.

**Features**

Over 40 seated, standing and cycling exercises with the ChairMaster create a low-impact total-body workout that increases strength and flexibility. 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 these products or services?**

The need for a new generation of age-appropriate fitness products that improve personal wellness. The ChairMaster allows cardiovascular exercise, resistance training, and seated and standing exercises to increase strength, balance and flexibility.

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

The real experience of family members struggling to stay fit using traditional fitness equipment as they got older.

**What sets your company apart from others in the industry?**

Long-term experience in the fitness industry and uncompromising standards for the highest levels of customer satisfaction.





**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**

10 years

**Product line or service**

Conductorcise is joyous physical exercise that uses the magic of classical music to prompt brain and physical stimulation, engagement and cardio for all ages. It's a flexible and fun way to improve mind and body.

**Features**

Performed seated or standing, Conductorcise is accomplished at a participant's own pace. The workout promotes balance, stretching, blood circulation and brain stimulation. All 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 online "Certification Corner," allowing more people to experience and participate in the program.

**In-service training**

A newly formed certification program enables individuals and venues to provide the Conductorcise program on an ongoing basis.

**What inspired your company to produce these products or services?**

The great need for fun. Conductorcise is an energetic program using symphonic music combined with education, creating engagement with participants and inspiring physical activity and "brain tuning."

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

A lifetime career of symphonic and opera performance, plus education. Maestro Dworkin has always been an active, athletic individual. He made it his goal to share these passions, creating preventive and ongoing wellness.

**What sets your company apart from others in the industry?**

An innovative, 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, diabetes and other challenges.





**Company**

Cornell Communications, Inc.

**Address**

7915 North 81<sup>st</sup> 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**

George Sloan

**National Service Director**

James Schweda

**Regional Manager**

Greg Gerovac, Northwest Region; John McGowan, Southwest Region; Rick Hauser, Northeast Region; Jessica Pearson, Southeast Region; Dan Mueller, Business Development

**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.

**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.

**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 nationwide 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 these products or services?**

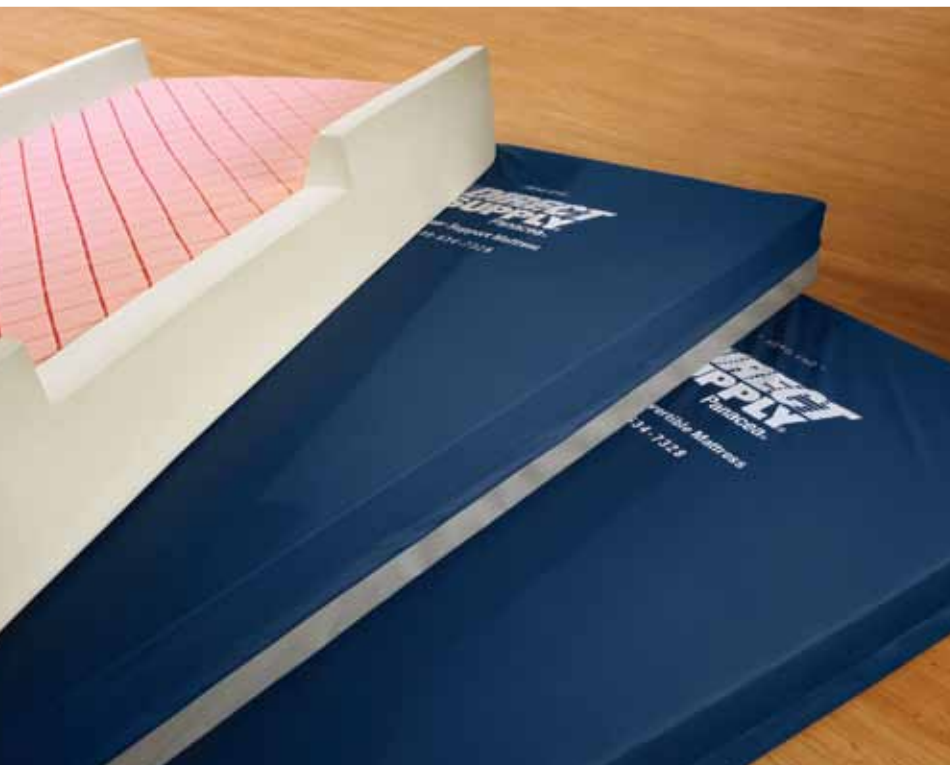
Fast and efficient communication is vital when ensuring the safety of older adults or those in need of assisted care. A dependable emergency communication system can make a life-or-death difference when responding to emergency situations.

**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 personnel to select the system that best meets residents' needs. While skilled care residents may need only visual call systems, more active seniors may prefer voice intercom capability or wireless pendants.







**Company**

Direct Supply

**Address**

6767 North Industrial Road

**City**

Milwaukee

**State/province**

Wisconsin

**Zip/postal code**

53223

**Country**

United States

**Tel**

414-358-7395

**Email**

bvisser@directs.com

**Website**

www.directsupply.com

**Years in business**

28 years

**National Sales Manager**

Please contact your personal account manager.

**National Service Director**

Please contact your personal account manager.

**Regional Manager**

Please contact your personal account manager.

**Discounts & terms**

Please contact your personal account manager.

**Estimated time of delivery**

Please contact your personal account manager.

**Warranty**

Please contact your personal account manager.

**Product line or service**

Direct Supply is a leading provider of healthcare, clinical, furnishings, environmental and foodservice equipment—along with innovative eCommerce and service solutions—to the senior living profession.

**Features**

Direct Supply offers over 1 million products from top manufacturers to the senior living industry. We work for the success of our customers by providing quality equipment along with superior response to customer needs.

**Ongoing marketing & educational support**

Direct Supply provides customers with complimentary product selection guides to aid in choosing the perfect equipment for their needs, along with a dedicated personal account manager for assistance. Please call us today for more information.

**In-service training**

Direct Supply offers in-service training materials on select equipment. Contact your account manager for more information.

**What inspired your company to produce these products or services?**

Direct Supply's mission is to enhance the lives of America's older adults through our commitment to senior living. We provide senior living professionals the products and services they need to deliver quality rehabilitation and nursing care.

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

Since our inception over 25 years ago, Direct Supply has been completely committed to the senior living profession. Our 100% employee-owned company continues to operate under our founding values of honesty, integrity and excellence.

**What sets your company apart from others in the industry?**

For over a decade, Direct Supply founder and CEO Bob Hillis has made his voice heard in America's capital. Today, we lead and support important efforts shaping national policy for senior living.





Earl Swensson Associates, Inc.

**Company**

Earl Swensson Associates, Inc. (ESa)

**Address**

2100 West End Avenue, Suite 1200

**City**

Nashville

**State/province**

Tennessee

**Zip/postal code**

37203

**Country**

United States

**Tel**

615-329-9445

**Fax**

615-329-0046

**Email**

sandyd@esarch.com

**Website**

www.esarch.com

**Years in business**

52 years

**Product line or service**

ESa provides design services in architecture, interior architecture, master planning and space planning to healthcare and senior living community clients globally.

**Features**

Since 1961, ESa has designed senior living communities and continuing care communities, including accommodations for independent living, assisted living, memory care and skilled nursing. The firm is a charter member of Planetree Visionary Design Network.

**What inspired your company to produce these products or services?**

Earl S. Swensson, FAIA, believes that anyone who has a passion for design should also have a passion for humanity. This is the foundation of the architecture firm he created.

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

With Earl Swensson's passion for architecture, he knew he could help make the built world a better place through design.

**What sets your company apart from others in the industry?**

ESa's focus on human-centered design that is functional and flexible for the future sets the firm apart.



*Clients retain an active lifestyle with fitness that's fun, while improving cardio, balance and strength*



**Company**

Fit One, LLC

**Address**

7800 Whipple Avenue NW

**City**

North Canton

**State/province**

Ohio

**Zip/postal code**

44720

**Country**

United States

**Toll-free**

855-438-8348

**Tel**

330-494-5504

**Email**

sales@fitonex3.com

**Website**

www.fitonex3.com

**Years in business**

5 years

**National Sales Manager**

Chris Dye

**National Service Director**

Chris Dye

**Regional Manager**

Chris Dye

**Discounts & terms**

Quantity pricing available

**Estimated time of delivery**

2–3 weeks

**Warranty**

X3 Revolution (commercial unit): 5 year frame; 2 year parts; 1 year ball, bands and labor. X3 Air (home): 2 year frame; 1 year parts

**Product line or service**

Fit One offers a line of Fit One X products providing an “all in 1” fitness program that gives real results and is easy and fun to do. Commercial and home models are available.

**Features**

The Fit One X3 includes the patented stability cradle, which houses a stability ball for core/balance support; a cardio bike to drive heart rate and endurance; and front and rear resistance bands to build/tone muscles.

**In-service training**

Fit One has a full certification program available for centers, so their trainers and instructors can be trained on the Fit One X3 product and how to effectively present Fit One X3 group instruction classes.

**What inspired your company to produce these products or services?**

There are three reasons why people don’t like to work out: lack of time, discomfort and boredom. The Fit One X3 addresses all those objections with an all-encompassing, fun and challenging workout.

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

The Fit One X3 combines three proven exercises—cardio bike, core stability ball and strength resistance bands—into one unit. The X3 provides total fitness in a single “all in 1” workout.

**What sets your company apart from others in the industry?**

At Fit One, we’re motivated by the belief that fitness should be highly effective, fun, and not injure you; and that fitness and well-being should be a lifestyle, not a passing fad.



*Greenfields equipment allows individuals of all abilities, including those in wheelchairs, to engage in low-impact, socially oriented exercise*



**Company**

Greenfields Outdoor Fitness, Inc.

**City**

Santa Ana

**State/province**

California

**Country**

United States

**Toll-free**

888-315-9037

**Fax**

866-308-9719

**Email**

info@greenfieldsfitness.com

**Website**

www.greenfieldsfitness.com

**National Sales Manager**

Sam Mendelsohn

**Discounts & terms**

Please call for ICAA special offer.

**Estimated time of delivery**

Greenfields will do its best to ship within 2–3 weeks of receipt of orders (depending on production load and orders in process).

**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; limited 3 year warranty on hydraulic pistons

**Product line or service**

Greenfields provides well-planned outdoor fitness settings that are both fun and accessible for active older adults, offering several levels of activities that are both physical and social in nature.

**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 increases agility and flexibility.

**Ongoing marketing & educational support**

Literature is available upon request.

**What inspired your company to produce these products or services?**

We believe that Greenfields Outdoor Fitness equipment is one of the best investments in the future of our communities. Greenfields’ intuitive, appealing outdoor gyms provide a great opportunity for seniors to improve their overall wellness.

**What sets your company apart from others in the industry?**

We provide an inviting equipment design, which requires no electricity, scheduled maintenance or lubrication. It is designed to withstand the elements. It is multigenerational, allowing older adults, their children and their grandchildren to benefit.







**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

**Email**

silversneakerswebcontact@healthways.com,  
flexinstructor@healthways.com

**Website**

www.silversneakers.com

**Years in business**

17 years

**National Sales Manager**

Stephanie Wong, Vice President of Field Operations,  
stephanie.wong@healthways.com

**National Service Director**

Bruce Jerde, Vice President of Network  
Development, bruce.jerde@healthways.com

**Product line or service**

A wellness program available to Medicare-eligible individuals with select health plans, supplement carriers, and group retiree plans, SilverSneakers is offered through more than 11,000 fitness locations and remote FLEX sites across the United States.

**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. Instructors meet strict certification guidelines.

**Ongoing marketing & educational support**

An in-house marketing team of marketing specialists and creative services provide strategic marketing campaigns for health plan partners. Swipe card system enables monthly utilization reporting. Technical and customer service support. Strict quality assurance standards for partners.

**In-service training**

Convenient training for participating locations and FLEX site staff. SilverSneakers instructor training and certification programs plus choreography exchanges for instructors.

**What inspired your company to produce these products or services?**

The older-adult population, at the highest risk of sedentary-based illnesses, receives great benefits from physical activity. SilverSneakers delivers quality group-fitness solutions for older adults in fitness centers and FLEX sites.

**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 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**

14 years

**National Sales Manager**

Al Eads, Executive Vice President

**Regional Manager**

Christy Davis, OTR

**Product line or service**

Heritage Healthcare is an independently owned company providing therapy (PT, OT, SLP) management services to long-term care, assisted living and continuing care retirement communities throughout the United States.

**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**

Heritage Healthcare offers ongoing marketing support to senior care partners providing a focused, systematic approach to census development. We communicate changes in Medicare regulations and reimbursement to associates and customers. We also provide educational in-services.

**In-service training**

Heritage Healthcare provides in-service training (variety of subjects/topics) for customers' staff and key personnel.

**What inspired your company to produce these 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 individual goals and limitations. We aim to provide each resident with 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 could truly make a difference in the lives of others. Heritage therapists treat others the way they 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**

877-729-2636

**Tel**

847-729-2636

**Fax**

847-509-4500

**Email**

dave.lykowski@hurusa.com,  
sales@hurusa.com

**Website**

www.hurusa.com/index.asp

**Years in business**

23 years

**National Sales Manager**

Dave Lykowski

**National Service Director**

Jay Miralgio

**Estimated time of delivery**

8–10 weeks from order

**Warranty**

1 year limited warranty; 10 years for the frame

**Product line or service**

The HUR Health and Fitness Equipment computerized Smart Card exercise machines, HUR iBalance Testing and Training Systems, and HUR Isometric Recording Systems are designed to implement active-aging programs and to measure the outcomes.

**Features**

HUR machines are easy on/off, nonintimidating and safe. They provide low-impact exercise and offer from close to 0 resistance to stepless increase. The computerized Smart Card System sets up machines and measures outcomes.

**Ongoing marketing & educational support**

Well-designed wellness programs implemented with HUR equipment are a tool for marketing and sales personnel in senior housing companies. Assistance in wellness center design. Research cooperation with customers.

**In-service training**

HUR trains personal trainers and physical therapists to use HUR equipment to ensure the success of wellness programs.

**What inspired your company to produce these products or services?**

We committed to design our equipment for older adults to promote their active and healthy lifestyle.

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

HUR was founded in 1989 at the Helsinki University. Our founder studied technology and saw the opportunity to utilize air-resistance technology in strength fitness equipment.

**What sets your company apart from others in the industry?**

We focus on the older-adult and medical fitness markets, providing top-notch high-technology equipment and solutions to address key issues (functionality, falling, continence) that impact older adults' active and healthy lifestyle and quality of life.



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

**Company**

HydroWorx

**Address**

1420 Stoneridge Drive, Suite C

**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**

15 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.

**Product line or service**

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

**Features**

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

**Ongoing marketing & educational support**

HydroWorx makes consumer education a priority. We strive to provide our customer with the most current resources, information, training, video case studies, webinars 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 these 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 and 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, innovating new products, and aquatic education and research.





# ICAA/ProMatura Wellness Benchmarks

## 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/business/benchmarks.htm](http://www.icaa.cc/business/benchmarks.htm)

## Years in business

4 years

## National Sales Manager

Patsy LeBlanc

## National Service Director

Pat Ryan

## 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/satisfaction, and generate on-demand reports.

## Features

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

## Ongoing marketing & educational support

A comprehensive package offers support before, during and after entering the ICAA/ProMatura system. Webinars and a detailed Toolkit; personalized tours of the system, telephone and email support.

## In-service training

Training is provided through an online interface that walks users through set-up and maintenance. Tutorials in video and print answer questions and provide recommendations.

## What inspired your company to produce these products or services?

The ICAA/ProMatura Wellness Benchmarks was developed because industry leaders asked for a tool that could be used to objectively measure the return on investment of wellness programs. Work groups established priority issues and the benchmarks.

## 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?





**Company**

Institute for Preventive Foot Health (IPFH)

**Address**

1519 West Front Street

**City**

Statesville

**State/province**

North Carolina

**Zip/postal code**

28677

**Country**

United States

**Toll-free**

877-777-IPFH (4734)

**Tel**

205-276-3030

**Fax**

205-982-7931

**Email**

bobthompson.ipfh@gmail.com

**Website**

www.ipfh.org

**Years in business**

11 years

**National Service Director**

Robert P. (Bob) Thompson, Executive Director

**Product line or service**

IPFH offers preventive foot-health research, education and tools for staff, residents and the general public. IPFH's resources aim to help people maintain mobility and function, leading to better quality of life at every age.

**Features**

Foot pain self-assessment tool, results of 2012 National Foot Health Assessment (downloadable file with info on foot conditions in the US), tips for caregivers, comprehensive info on various foot conditions, a section for foot health professionals.

**Ongoing marketing & educational support**

Up-to-date articles on numerous foot conditions and various aspects of preventive foot health; presentations by the IPFH Executive Director; public relations support.

**In-service training**

Customizable preventive foot-health educational programming, including caring for those with feet at risk, and IPFH's popular Walking Partners program.

**What inspired your company to produce these products or services?**

IPFH, a nonprofit organization, was founded to educate and inform people about ways to reduce foot problems through proper preventive care, footwear and biomechanics, and to support best-practices research in preventive foot health.

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

The passion to share the knowledge and strategies that helped our founder resolve his own foot problems, and to support best-practices research.

**What sets your company apart from others in the industry?**

Our passion, vision, mission and authoritative content set us apart. We are committed to sharing preventive foot-health knowledge and self-care strategies, and to supporting the advice of foot health professionals.



**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**

855-885-CARE (2273) (support)

**Fax**

916-772-3137

**Email**

seniorliving@careinnovations.com

**Website**

www.careinnovations.com

**Years in business**

3 years

**National Sales Manager**

Bryce Porter

**Product line or service**

Our offerings include Intel-GE Care Innovations QuietCare with smart sensor technology to monitor resident activity, and Intel-GE Care Innovations Guide and Connect RCM, a remote care management platform for chronic disease management.

**Features**

Care Innovations QuietCare improves resident retention and enhances resident safety in long-term care. The Care Innovations Guide platform and Connect RCM integrate to deliver a clinician-driven remote care plan, which may help lower healthcare costs.

**Ongoing marketing & educational support**

Our clinical applications team can provide on-site support as well as virtual training. All products are fully supported by user manuals for both the care providers and residents or patients.

**What inspired your company to produce these products or services?**

We believe that millions of people around the planet can use our products, from older adults who desire to age in place, to family caregivers caring for a loved one, to individuals with multiple chronic diseases.

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

A partnership between Intel and GE, Care Innovations brings a rich history of driving innovation, solving hard problems, and creating new markets. Our products and services help bring healthcare into the home and help people live confidently.

**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.



### Senior Fitness Test

	Baseline	Last Update	Total Change	Percent Change	Age Group Peer Comparison
Chair Stand	15	10	-5	-33.3%	Normal Range
Arm Curl	8	6	2	-25%	Below Average
Two-Minute Step	94	6	-38	-40.4%	Below Average
Chair Sit-and-Reach	-2	0	2	100%	Normal Range
Back Scratch	-3	0	3	100%	Normal Range
Eight-Foot Up-and-Go	19	8.9	-10.1	53.2%	Below Average





**Company**

Interactive Health Partner (IHP)

**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**

janet@interactivehealthpartner.com,

jlowe@interactivehealthpartner.com

**Website**

www.interactivehealthpartner.com

**Years in business**

16 years

**National Sales Manager**

Janet Brady, MS

**National Service Director**

James Lowe

**Discounts & terms**

Discount offered to ICAA members

**Estimated time of delivery**

1 week

**Product line or service**

The Interactive Health Partner provides simple, online tools designed to manage the health and fitness of active older adults. Vital stats collection and reporting, exercise prescription, and outcomes analysis and reporting are some IHP features.

**Features**

Designed to aid in fall prevention by using built-in assessments such as the Senior Fitness Test and the 30-ft. walk. Additionally, the IHP has an “Active Adult” Fitness Library and suggestions for personalized exercise prescriptions.

**Ongoing marketing & educational support**

Discover how to build your business with the IHP. Ongoing business development consultation and on-site training/implementation are some services we provide. Support available online or through a toll-free number. An online Users Guide also available.

**In-service training**

On-site training and webinar training are both offered and highly recommended. Implementation and program design consulting services are available as requested.

**What inspired your company to produce these products or services?**

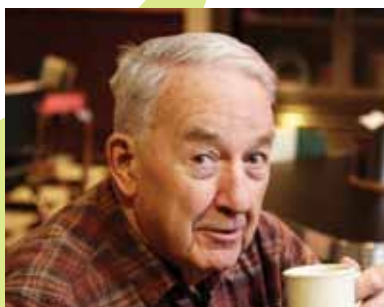
IHP recognizes the need for products/services that support the shift to “whole person” wellness for older adults. Involvement with active-aging organizations and medical professionals further validates the need for a software tool to manage health/fitness.

**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 a holistic approach to health and wellness was key to healthy aging.

**What sets your company apart from others in the industry?**

The IHP is a simple, online tool that facilitates management of older-adult health and wellness. By tracking and reporting outcomes, the IHP uses a whole-person approach to help residents and centers reach their goals.





**Company**

It's Never 2 Late (iN2L)

**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**

14 years

**National Sales Manager**

Lori Snow

**National Service Director**

Kristi Stoglin

**Discounts & terms**

Net 30 days

**Estimated time of delivery**

2-4 weeks

**Warranty**

3 years parts; 1 year labor

**Product line or service**

iN2L builds computers that residents enjoy! Our intuitive systems empower individuals to connect, engage, and enjoy life with dignity through the benefits of today's technology. We offer systems for activities/life enrichment, therapy and memory care.

**Features**

Intuitive, picture-based touch-screen computers. Customized content including: games, puzzles, history, spiritual, music, lifelong learning, brain fitness, therapy applications, simplified email and video chat. Adjustable, mobile stands for convenience.

**Ongoing marketing & educational support**

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

**In-service training**

We provide customized training for every community. Care staff, activities/life enrichment, therapists, volunteer programs, and memory care staff can all be trained by experienced professionals on how best to incorporate iN2L into their programming.

**What inspired your company to produce these products or services?**

We believe that everyone should have access to the benefits of today's technology and be able to connect and engage with the world around them, regardless of age and physical or cognitive abilities.

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

Jack York began donating computers to assisted living centers, which became a labor of love. The enthusiasm older adults showed for computers motivated him to establish iN2L.

**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 empower anyone, regardless of physical or cognitive challenges, to reap all of the benefits technology has to offer.



INFINITY Series



**KEISER**



**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**

38 years

**National Sales Manager**

Darrin Pelkey

**National Service Director**

John Alvarado

**Regional Manager**

Please call and ask for a Regional Sales Manager.

**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.

**Product line or service**

Keiser AIR series and Infinity Series exercise equipment feature pneumatic technology. This type of resistance allows targeted muscle training with less stress on joints and connective tissue.

**Features**

Reps can be done starting at low resistance, with 1 lb. or 1/10 lb. increments depending on the machine. Hand controls let users adjust resistance mid-repetition. Large readable displays are directed towards user for workout privacy.

**Ongoing marketing & educational support**

Our goal is to make sure our customers have the support they need, with access to an online marketing bank, product manuals, and service updates, and our service department available 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 these 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 are never complacent, never satisfied. We always try to do the right thing and do all things right—building exceptional products, and keeping customers well-informed and 100% satisfied.



*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**

Columbia Centre III, 9525 West Bryn Mawr Avenue

**City**

Rosemont

**State/province**

Illinois

**Zip/postal code**

60018

**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/index.html

**Years in business**

32 years

**National Sales Manager**

Chad Cochran

**Discounts & terms**

Varies by equipment

**Estimated time of delivery**

Varies by equipment

**Warranty**

Varies by equipment

**Product line or service**

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

**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 setup adjustments, push-button resistance selection and low starting resistance.

**Ongoing marketing & educational support**

Life Fitness Academy, our professional education and training resource, helps you achieve business goals by ensuring your staff knows how to use and effectively demonstrate Life Fitness products to better serve exercisers at your facility.

**In-service training**

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

**What inspired your company to produce these 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 overall health and well-being.

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

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

**What sets your company apart from others in the industry?**

A leading global provider of commercial fitness exercise equipment, Life Fitness has been providing premium equipment for over 30 years, with a proven track record and history of excellence.



LifeTrail

Squat Exercises

BASIC

- 1 FRONT SQUAT
- 2 SPLIT SQUAT
- 3 LATERAL SQUAT

INTERMEDIATE

- 1
- 2

ADVANCED

- 3



**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**

http://playworldsystems.com

**Years in business**

40 years

**National Sales Manager**

Kevin Cook, 570-522-9800

**Estimated time of delivery**

Built-to-order in 15 days or less

**Warranty**

Please contact us for details.

**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.

**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/members how to safely complete exercises.

**What inspired your company to produce these 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.





**Company**

Linked Senior, Inc.

**Address**

1133 15<sup>th</sup> Street NW, Suite 1200

**City**

Washington

**State/province**

District of Columbia

**Zip/postal code**

20005

**Country**

United States

**Toll-free**

888-577-1889

**Fax**

202-280-1270

**Email**

info@linkedsenior.com

**Website**

www.linkedsenior.com

**Years in business**

7 years

**National Sales Manager**

Kristin Petersen; Terry Gross

**Estimated time of delivery**

2 weeks

**Warranty**

Yes

**Product line or service**

Linked Senior is a resident-engagement solution provider helping senior care leaders improve the quality of life of their residents. Its vision is to enhance the quality of life in senior communities.

**Features**

Linked Senior provides a technology service to support wellness, programming and therapy for the senior housing market.

**Ongoing marketing & educational support**

Ongoing training through service delivery teams. Email and telephone support. 99.9% uptime.

**In-service training**

Both remote and in-service training are available.

**What inspired your company to produce these products or services?**

Loneliness, helplessness and boredom in nursing homes stem from the lack of senior-friendly technology services and the difficulty in activity or wellness directors being properly empowered to assist their population.

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

CEO/cofounder Charles de Vilmorin's passion for older adults and the long-term care industry started with his relationship with his grandmother, who was diagnosed with Alzheimer's, and his thesis at Georgetown University on nursing homes.

**What sets your company apart from others in the industry?**

Linked Senior is a 100% Web-based and continuously updated resident-engagement solution for the senior housing market.



**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**

608-839-8686

**Fax**

608-839-8687

**Email**

info@matrixfitness.com

**Website**

www.matrixfitness.com

**Years in business**

13 years

**National Sales Manager**

Kent Stevens, Executive Vice President, Sales

**National Service Director**

Kari Sweeney

**Regional Manager**

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 estimated time of delivery.

**Warranty**

Varies by equipment. View the Matrix website for full details at [www.matrixfitness.com/content/warranty-full](http://www.matrixfitness.com/content/warranty-full).

**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.

**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 step-through frames allow standing access to the seat for easy upright entry.

**Ongoing marketing & educational support**

Matrix provides technical support via 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 receive Matrix-certified installation and on-site training.

**What inspired your company to produce these products or services?**

Matrix designs and develops new products that are driven by customer feedback. The market need and feedback from our customers have 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?**

Matrix created its Customer Advantage Program (CAP) to show its dedication to customer service. It's the company's assurance that it stands behind everything that bears the Matrix name.

*The perfect answer to Baby Boomers' higher expectations; elegant, organic, immediate results and value priced*





**Company**

McCord Research

**Address**

59 Second Street

**City**

Coralville

**State/province**

Iowa

**Zip/postal code**

52241

**Country**

United States

**Toll-free**

855-312-8667

**Tel**

319-351-3201

**Fax**

319-358-6863

**Email**

[inquire@mccordresearch.com](mailto:inquire@mccordresearch.com)

**Website**

[www.mccordresearch.com](http://www.mccordresearch.com)

**Years in business**

15 years

**Product line or service**

McCord Research offers a complete system of skin and wound care products designed to protect and heal damaged skin, especially in the long-term care or inpatient hospital settings.

**Features**

These products were designed to create a complete skin and wound care system. All products contain Viniferamine, a patent-pending blend that promotes healing with the use of organic plant extracts, vitamins and amino acids.

**In-service training**

A team of two biochemists, a pharmacist and a certified wound-care nurse works with in-house marketing and design staff to offer educational materials, clinical case studies and online resources.

**What inspired your company to produce these products or services?**

Company founder Dr. Darlene McCord has been developing wound and skin care products for over 25 years. This system was developed using leading-edge research and knowledge to create the next generation of skin care products.

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

Our founder was inspired to fulfill her vision; and to create and provide products to patients that can improve their lives and provide dignity and a sense of well-being.

**What sets your company apart from others in the industry?**

A scientific approach that combines pharmaceutical grade ingredients and organic plant based extracts in the perfect synergistic balance to deliver nutrients and other beneficial substances into the skin where they are needed.

*Med-Fit Systems' Total Solutions program 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 Fitness Equipment

**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**

26 years

**National Sales Manager**

Duane Anderson

**National Service Director**

Alex Sbragia

**Discounts & terms**

Net 30 upon established credit

**Estimated time of delivery**

2–6 weeks

**Warranty**

Varies by product

**Product line or service**

Our Total Solutions program provides a comprehensive, nonpharmacological, noninvasive method to mitigate major maladies associated with aging. It incorporates proven, safe, quantitative, medically necessary modalities: Korebalance, Nautilus, Power Plate and bioDensity.

**Features**

Total Solutions empowers adults to retain their independence and age gracefully by addressing balance and fall reduction, circulation and ulceration, mobility, muscle loss, neuropathy, orthopedic rehabilitation, osteoporosis, and pain and numbness.

**Ongoing marketing & educational support**

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

**In-service training**

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

**What inspired your company to produce these products or services?**

We believed that most fitness equipment was not developed keeping the needs of older adults in mind. We manufacture easy-to-use, safe pieces and implemented “Aging Gracefully,” enhancing results. Now, we’ve introduced Total Solutions modalities and programming.

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

Twenty-six years ago, our CEO identified a need for a liaison between fitness manufacturers and the rehabilitation community. Med-Fit Systems developed programming and products to better suit our specialized clientele.

**What sets your company apart from others in the industry?**

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

More than great dining. This is great living







**Company**

Morrison Senior Living

**Address**

5801 Peachtree Dunwoody Road

**City**

Atlanta

**State/province**

Georgia

**Zip/postal code**

30342

**Country**

United States

**Tel**

404-845-3330

**Email**

tricci@iammorrison.com

**Website**

www.morrisonseiorliving.com

**National Sales Manager**

Ann McLaughlin

**Product line or service**

Morrison Senior Living, a member of Compass Group, is exclusively dedicated to providing food, nutrition and hospitality services to the senior living industry.

**Features**

We are actively committed to fostering ways to enjoy great-tasting, healthy food through socially responsible practices and superior customer service. We serve more than 450 senior living clients in 41 states.

**What sets your company apart from others in the industry?**

At Morrison Senior Living, we provide peace of mind to our clients by delivering on our vision: Great people will deliver great service and great results.





**Company**

Moving Toward Health

**Address**

36555 Star Road

**City**

Pleasant Hill

**State/province**

Oregon

**Zip/postal code**

97455

**Country**

United States

**Tel**

541-729-2894

**Email**

janet@movingtowardhealth.com

**Website**

www.movingtowardhealth.com

**Years in business**

26 years

**National Sales Manager**

Janet Hollander

**National Service Director**

Janet Hollander

**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.

**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, music and template for matching music to moves.

**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 these products or services?**

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

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

Everyone deserves to experience the joy of movement.

**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 (NIFS)

**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.wellness.nifs.org

**Years in business**

25 years

**National Sales Manager**

Bethany Garrity

**National Service Director**

Bethany Garrity

**Product line or service**

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

**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 educates and supports residents to achieve their healthy 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 these products or services?**

NIFS knows there is 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**

info@nsca.com

**Website**

www.nsca.com

**Years in business**

35 years

**National Sales Manager**

Scott Douglas, Marketing Director

**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.

**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 these 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**

21 years

**National Sales Manager**

Linda Wojciechowicz

**Estimated time of delivery**

2–3 weeks

**Warranty**

10 years frame; 5 years parts; 1 year labor

**Product line or service**

NuStep recumbent cross-trainers empower users of virtually all ability levels to engage in exercise. The NuStep combines lower- and upper-body movement for a full-body workout that builds strength, improves balance and enhances independence.

**Features**

NuStep recumbent cross-trainers provide users a safe and independent workout. These products feature sturdy grab rings, easy-to-read consoles, swivel seats, adjustable arm handles, user-controlled step length and low inertia start-up.

**Ongoing marketing & educational support**

The NuStep Pinnacle Award promotes the value of whole-person wellness for older adults and recognizes senior communities and senior centers achieving successful outcomes and transforming lives with their wellness programming.

**What inspired your company to produce these products or services?**

NuStep produces recumbent cross-trainers to provide people of virtually all ages and ability levels an opportunity to transform their lives and achieve overall health and wellness.

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

Two decades after Founder and CEO 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 and ability levels

**What sets your company apart from others in the industry?**

NuStep's inclusive, age-friendly products and adaptive equipment have earned the Arthritis Foundation Ease-of-Use Commendation. Our commitment to and support of the active-aging industry have earned the ICAA INSPIRE Award.

Advanced technologies for improved well-being





**Company**

Performance Health Systems

**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@powerplate.com, info@biodensity.com

**Website**

www.powerplate.com, www.biodensity.com

**Years in business**

12 years

**National Sales Manager**

Paul Ireland

**National Service Director**

Robin Lund

**Discounts & terms**

Please call.

**Estimated time of delivery**

2-6 weeks

**Warranty**

Power Plate pro Series (2 years parts and labor); bioDensity (3 years on frame, 1 year on computer, 1 year on upholstery)

**Product line or service**

Performance Health Systems is the manufacturer and global distributor of Power Plate, a leading brand of whole-body vibration training equipment, and bioDensity, an osteogenic loading system for improving bone density and joint strength.

**Features**

Performance Health Systems specializes in safe, effective and results-oriented products and services for increased musculoskeletal strength, improved balance and stability, and enhanced functional movement.

**Ongoing marketing & educational support**

Performance Health Systems provides organizations with access to online resources and tools for both bioDensity and Power Plate. These tools include marketing and promotional materials, literature and graphics.

**In-service training**

Online learning and course materials are available at www.powerplate.com and www.biodensitytraining.com. Power Plate Fundamentals Academy workshops are available at various locations throughout the year. On-site workshops are available upon request.

**What inspired your company to produce these products or services?**

We provide organizations dedicated to serving aging populations with innovative products, services and advanced technologies to proactively improve their clients' quality of life and overall well-being.

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

We believe safer and more effective alternatives exist for the treatment of health issues facing the aging population today. Our goal is to provide nonpharmaceutical alternatives to preventable health conditions and improving quality of life.

**What sets your company apart from others in the industry?**

Performance Health Systems is dedicated to providing products and services backed by science and credible research. Our goal is to offer safe, effective and results-oriented solutions for improving daily function and overall health.



*Older adults use the LifeStep Linear Cross Trainer to get a low-impact, total-body workout*





**Company**

PhysioStep MDX Recumbent Elliptical Cross Trainer/  
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**

heidihci@msn.com

**Website**

www.hcifitness.com

**Years in business**

22 years

**National Sales Manager**

Heidi Safadago

**Discounts & terms**

ICAA member discount

**Estimated time of delivery**

2 weeks

**Product line or service**

We offer high-quality, affordable products for active aging. The LifeStep Recumbent Linear Cross Trainer and the PhysioStep Recumbent Elliptical Cross Trainer are two of our most popular products. They offer an easy and effective low-impact, total-body workout.

**Features**

Our recumbent cross-trainers feature a low-profile walk-through design, and an oversize swivel seat that easily adjusts and fully rotates, making the units easily accessible for people with low mobility.

**Ongoing marketing & educational support**

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

**What inspired your company to produce these products or services?**

The inspiration for our recumbent cross-trainers came from our founder's 30 years of experience working with cardiac rehab, physical therapy and wellness centers.

**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.



**Company**

Pool Boy

**Address**

55169 CR 3

**City**

Elkhart

**State/province**

Indiana

**Zip/postal code**

46514

**Country**

United States

**Toll-free**

866-778-7665

**Tel**

574-266-1035

**Fax**

574-266-6083

**Email**

sheila.mann@dayscorp.com

**Website**

www.poolboyproducts.com,

www.dayscorp.com

**Years in business**

6 years

**National Sales Manager**

Kevin Schmidt

**Estimated time of delivery**

All products are in stock and ship from our facility within 48 hours.

**Warranty**

1 year

**Product line or service**

Pool Boy offers its Powered Solar Blanket Reel for swimming pool solar blankets.

**Features**

Pool Boy Powered Solar Blanket Reel eliminates hand cranking and tugging on swimming pool solar blankets. The waterproof remote control provides fast and convenient operation by one person, of any ability.

**Ongoing marketing & educational support**

A comprehensive installation and operation guide is provided with the sale of each system. It is available online at [www.poolboyproducts.com](http://www.poolboyproducts.com). Technical support is also available Monday-Friday, 8 a.m.–5 p.m. EST, by calling 866-778-POOL.

**What inspired your company to produce these products or services?**

In an effort to make everyday life a little easier for the average person, Pool Boy recognized a common difficulty in manually covering and uncovering pools and tugging on solar blankets.

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

The Pool Boy Powered Solar Blanket Reel is a cutting-edge product for the pool and spa market. This idea comes from the successful products that have transformed other industries into which our corporation has sold.

**What sets your company apart from others in the industry?**

Our experience and dedication to customer service are the cornerstone of our success. Our experienced staff has learned from our customers in an effort to provide the satisfaction our customers have grown accustomed to.





**Company**

Power Systems, Inc.

**Address**

5700 Casey Drive

**City**

Knoxville

**State/province**

Tennessee

**Zip/postal code**

37909

**Country**

United States

**Toll-free**

800-321-6975

**Tel**

865-769-8223

**Fax**

865-769-8211

**Email**

customerservice@power-systems.com

**Website**

www.powersystems.com

**Years in business**

27 years

**National Sales Manager**

Representative: Patty Daugherty

**Discounts & terms**

Net 30 days

**Estimated time of delivery**

7–10 business days

**Warranty**

90 days

**Product line or service**

Power Systems offers over 2,400 professional-grade products plus award-winning customer service to health clubs, gyms, fitness centers, universities and consumers. We provide a variety of fitness products created to fit a broad range of users.

**Features**

Power Systems offers high-quality fitness products like stability balls, medicine balls, resistance tubing, hand weights and balance equipment. We offer products in sizes, weights and resistance levels that are age and ability appropriate for any user.

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

Founded by Bruno and Julie Pauletto, who wanted to build a truly customer-centric company, Power Systems is dedicated to bringing the best and broadest selection of fitness products to customers of any age and fitness level.

**What sets your company apart from others in the industry?**

Power Systems provides 5-star customer service and support to go along with our innovative, professional-quality products.





**Company**

Precor, Inc.

**Address**

20031 142<sup>nd</sup> Avenue NE

**City**

Woodinville

**State/province**

Washington

**Zip/postal code**

98072

**Country**

United States

**Toll-free**

800-786-8404

**Fax**

425-482-3888

**Email**

commsls@precor.com

**Website**

www.precor.com

**Years in business**

32 years

**National Sales Manager**

Steven Menzel

**National Service Director**

Brent Guernsey, Field Service Supervisor,  
guernsey@precor.com

**Discounts & terms**

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

**Estimated time of delivery**

3–4 weeks on cardio and entertainment; 4–6 weeks on strength equipment

**Warranty**

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

**Product line or service**

Precor offers cardio, strength and entertainment, all engineered to move the way exercisers move. Simple to operate and delivering a smooth, fluid experience, Precor equipment helps users live beyond their limits.

**Features**

The 932i and 946i treadmills have a step-up height of only 7.5 in. Both products include patented cushioning and belt adjustment technologies that provide a personalized experience. Precor stationary cycles have low start-up resistance.

**What inspired your company to produce these products or services?**

Precor's focus on delivering a smooth, natural and low-impact exercise experience makes this 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 29 years ago—a commitment to quality, and dedication to providing smooth, fluid and natural motion.

**What sets your company apart from others in the industry?**

With cardio, strength, entertainment and value-added technology services, Precor offers everything a fitness facility needs, so an organization can focus on its members, not just its equipment.



Our salons include spa services tailored specifically for older adults





**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**

17 years

**National Sales Manager**

Abby Germain

**National Service Director**

Abby Germain

**Regional Manager**

Tracy Moore; Rosa Sarmiento

**Product line or service**

Rejuvenate Salon & Spa is a multiservice salon, spa and wellness solution for older-adult communities. It has served over 100 salons in more than 80 older-adult communities in 5 states since 1996.

**Features**

Rejuvenate offers brands such as PCA Skincare, Matrix, Essie and other top-of-the-line natural, age-sensitive products, all utilized to assist older adults in looking and feeling good.

**Ongoing marketing & educational support**

With full-time corporate support staff and graphic design services, Rejuvenate generates professional quality materials to promote and support each salon and spa.

**In-service training**

To provide the highest-quality experience for our mature population, Rejuvenate seeks salon staff with a minimum of 20 years of experience in the salon/spa industry.

**What inspired your company to produce these 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 founder, Abby Germain, couldn't find quality salon services for her grandmother. She created a company where older adults could be treated to a great experience and with the dignity and respect they deserve.

**What sets your company apart from others in the industry?**

In one location, Rejuvenate provides full-service barber/salon services plus skin care, massage, manicures/pedicures, and other spa services—all professionally staffed and meticulously managed.





**Company**

SCIFIT

**Address**

5151 South 110 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 Sales Manager**

Corey Disler, cdisler@scifit.com

**National Service Director**

Mark Phelps, mphelps@scifit.com

**Regional Manager**

Stacy Carder, scarder@scifit.com; Bo Young, young407@aol.com

**Discounts & terms**

Please call for details.

**Warranty**

3 years parts; 1 year labor

**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.

**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 these 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 a high level.





# SportsArt<sub>FITNESS</sub>

## Company

SportsArt Fitness

## Address

19510 144<sup>th</sup> Avenue NE, Suite A-1

## City

Woodinville

## State

Washington

## Zip/postal code

98072

## Country

United States

## Toll-free

800-709-1400

## Tel

425-481-9479

## Fax

425-488-8155

## Email

sales@sportsartamerica.com

## Website

www.sportsartamerica.com

## National Sales Manager

Ken Carpenter, Director of Sales

## National Service Director

Craig Arriza, Customer Service Manager

## Warranty

Varies

## Product line or service

SportsArt Fitness offers a full line of fitness equipment that is comfortable, easy to use and highly adjustable to meet the needs of active adults.

## Features

Our equipment is easy to use, comfortable, biomechanically engineered and adaptable for all fitness levels. Age-friendly features include intuitive controls, step-through access on cycles, and 0.1 mph starting speed on treadmills.

## What inspired your company to produce these products or services?

Fitness can positively impact quality of life in aging adults. Our equipment offers safety features that allow mature users to maintain their active lifestyle while reducing some of the risks associated with traditional exercise equipment.

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

SportsArt Fitness was founded with the goal of utilizing innovation, unique design and manufacturing excellence to create products of exceptional quality and performance that promote active sustainability and empower people to live healthier, more fulfilling lives through exercise.

## What sets your company apart from others in the industry?

We test our equipment to meet rigorous TÜV quality certification and stand behind it, providing excellent customer service and offering a satisfaction guarantee. We are dedicated to advancing energy-efficient and human-powered fitness solutions.





**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**

31 years

**National Sales Manager**

Lizz Erickson

**Discounts & terms**

ICAA member discount of 15% when using Promo Code: ICAADISCOUNT

**Estimated time of delivery**

7–10 business days (expedited shipping is available)

**Warranty**

90 day warranty

**Product line or service**

SPRI Products are suitable for all ages. Our products are designed to enhance strength, balance and flexibility—essential functions for people of all ages, and certainly functions recommended for the active older adult’s workout programs.

**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, manuals, DVDs, and some quick reference Exercise Guides found on the SPRI website showing 6–8 exercises for specific products.

**What inspired your company to produce these 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?**

More than 30 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**

Starcraft Bus Sales

**Address**

13385 Yorba Avenue

**City**

Chino

**State/province**

California

**Zip/postal code**

91710

**Country**

United States

**Toll-free**

888-993-5032

**Tel**

909-993-5031

**Fax**

909-465-5529

**Email**

tj@starcraftbussales.com

**Website**

www.starcraftbussales.com

**Years in business**

7 years

**National Sales Manager**

T. J. Matijevich; Mitch Shirk, Fleet Sales; Joe Craig, MFSAB Sales

**National Service Director**

Bill Anderson

**Discounts & terms**

Best customer discounted pricing

**Estimated time of delivery**

In stock: 1–2 weeks; order: 60 days

**Warranty**

12 month/12,000 mile limited warranty on the entire bus; 5 year/60,000 mile structural warranty; 3 year/36,000 mile chassis warranty; 5 year/60,000 mile powertrain warranty

**Product line or service**

A perfect solution for older-adult communities, the Xpress shuttle bus features low-entry step height, an Americans with Disabilities Act [ADA]-compliant wheelchair lift, and grab rails that make exiting and entering the vehicle easier.

**Features**

Starcraft buses are available with ADA-compliant wheelchair lifts and ramps. Our company specializes in providing vehicles equipped with features to meet the diverse needs of aging passengers, such as antibacterial fabrics, grab handles and access rails.

**Ongoing marketing & educational support**

Our national service network is available for 1-on-1 training events and remote service support. We have warranty and customer service personnel available 6 days a week in all 3 time zones.

**In-service training**

All vehicles are delivered with informational packets containing training manuals for wheelchair lifts, wheelchair restraints and general vehicle operation. If necessary, a technician will deliver the bus and provide basic operational training for no additional cost.

**What inspired your company to produce these products or services?**

Starcraft Bus Sales was formed to address a lack of service and attention to the aging transportation market. We strive to fulfill that need by providing superior buses and service at excellent prices.

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

Starcraft Bus Sales was founded to bridge the gap between the conflicting price and service needs of transportation providers, with a goal of eliminating duplicate efforts, costs, and inefficiencies inherent in traditional sales and distribution structures.

**What sets your company apart from others in the industry?**

We provide dealership level service at factory-direct price levels. Benefits of working with Starcraft Bus Sales include senior level staff, quick-ship options, large in-stock inventory, build-to-suit programs, and nationwide service and parts.



**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**

27 years

**National Sales Manager**

Suzanne Vaughan

**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

**Product line or service**

SwimEx pools offer an exercise environment gentle on joints and safe for all users; they also take little space. The adjustable paddlewheel water current is smooth and nonturbulent. Hot water plunge tank spas are also available.

**Features**

Adjustable current allows for tailored workouts—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 demonstration and real-case examples, plan to get wet!

**What inspired your company to produce these products or services?**

As athletes, we knew the importance of physical activity. This product lets aging adults keep active and stay in shape, 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 inventors of the SwimEx idea approached our company's founder to try the product firsthand. He did, and was impressed with the concept. He felt the product could easily be built out of fiberglass.

**What sets your company apart from others in the industry?**

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



Wellness  
MOVEMENT

TECHNOGYM

TECHNOGYM



**Company**

Technogym USA

**Address**

700 Route 46 East, Suite 200

**City**

Fairfield

**State/province**

New Jersey

**Zip/postal code**

07004

**Country**

United States

**Toll-free**

800-804-0952

**Email**

info@technogymusa.com

**Website**

www.technogym.com/us

**Years in business**

30 years

**National Sales Manager**

Todd Monrad

**Estimated time of delivery**

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

**Warranty**

2 years of labor coverage; 2 years of parts coverage

**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.

**Features**

Our equipment is built with safety and ease-of-use criteria. All product lines have approachable, nonintimidating 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.

**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 these products or services?**

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

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

According to our founder Nerio Alessandri, Technogym creates unique 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.



Rethink socks  
Rethink fitting  
Our promise to you: Your Feet Will  
Feel Better or Your Money Back  
THOR•LO, Inc.

**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

**Website**

www.thorlo.com

**Years in business**

60 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.

**Product line or service**

We offer Thorlos padded socks for specific activities, sports and lifestyles that provide foot protection and comfort. Independent clinical research shows that Thorlos padding reduces blisters, foot pain, pressures and moisture.

**Features**

Proprietary, variable density padding is our core technology and the basis for Thorlos protective properties. Padding is placed in specific locations where feet are subjected to repeated friction (shear force), pressures and impact.

**Ongoing marketing & educational support**

Website with extensive information related to foot protection; product finder to help ensure optimal foot protection; activity-specific and vision-driven videos; and presentations tailored to various audiences.

**In-service training**

Developed based on the specific needs of a company/ organization.

**What inspired your company to produce these products or services?**

We were motivated to become “caretakers of the world’s feet” by our knowledge of the damage that occurs to feet from walking, running and other activities, and of the potential limb- and life-threatening consequences of that damage.

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

Our founder had foot problems that he solved with a novel padded-sock concept and design. He recognized that, in solving his own problems, he was creating products that would also help others.

**What sets your company apart from others in the industry?**

We are set apart by products clinically shown in peer-reviewed studies to reduce blisters, pressures, pain and moisture; thousands of delighted customers who recommend us to family and friends; and products made 100% in the USA.





**Company**

WaterFit c/o DSW Fitness, Human Kinetics  
Continuing Education

**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**

info@dswfitness.com

**Website**

www.dswfitness.com

**Years in business**

26 years

**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 DSWFitness, Human Kinetics Continuing Education.

**In-service training**

Workshops available on request.

**What inspired your company to produce these products or services?**

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

**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.





**Company**

Welcamp, Fitness Where You Live

**Address**

4420 Valley View Road, Suite 201

**City**

Edina

**State/province**

Minnesota

**Zip/postal code**

55424

**Country**

United States

**Tel**

952-873-7900

**Fax**

952-873-7999

**Email**

info@welcamp.com

**Website**

www.welcamp.com,

www.welcyon.com

**Years in business**

4 years

**National Sales Manager**

Heidi Elliott, MA, CCC-SLP

**Regional Manager**

Suzy Boerboom, CEO

**Product line or service**

Welcamp is a turnkey fitness franchise for residents living on a senior campus.

**Features**

Welcamp fitness franchise offers a positive experience and healthy results for residents; it also positively impacts occupancy. The difference is how we staff and equip our clubs and personalize workouts.

**Ongoing marketing & educational support**

Welcamp, which is based on Welcyon, Fitness After 50, has an experienced team that has put years into developing our program. We provide comprehensive training, detailed manuals, marketing guidance, and ongoing operational and educational support.

**In-service training**

Welcamp requires a weeklong comprehensive franchisee training program, including in-depth evidence-based education for the fitness coach and campus representative. We also provide a fitness primer for residents and employees to motivate and ensure success.

**What inspired your company to produce these products or services?**

Welcamp is committed to active aging and improving the lives of residents on senior campuses. We know how to engage residents so they feel and function better, leading to more aging in place.

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

Welcamp is the brainchild of Tom and Suzy Boerboom, long-time healthcare executives and active-aging experts. They saw firsthand the consequences of inactivity and unhealthy lifestyle habits and knew they could make a difference.

**What sets your company apart from others in the industry?**

Our team of experts has researched, tested and developed systems that get residents out of their rooms and keep them engaged. Our turnkey fitness program leads to life-changing results, which ultimately impact your bottom line.

*Yoga provides numerous effects that assist in the maintaining of health and fitness as we age*







**Company**

YogaFit Training Systems Worldwide

**Address**

1540 South Robertson Boulevard

**City**

Los Angeles

**State/province**

California

**Zip/postal code**

90035

**Country**

United States

**Tel**

310-205-0430

**Fax**

310-205-0498

**Email**

pr@yogafit.com,  
info@yogafit.com

**Website**

www.yogafit.com

**Years in business**

20 years

**National Service Director**

Beth Shaw, CEO and Founder

**Regional Manager**

Kirsten Welch-Ramirez, Manager–Hosting

**Discounts & terms**

15% off all YogaFit trainings for ICAA members

**Product line or service**

YogaFit offers yoga teacher training programs, retreats, Mind Body Fitness conferences, DVDs, CDs, books, clothes, tools and props.

**Features**

The YogaFit style focuses on safety, accessibility and “yoga for everybody.” It is specifically designed for presentation in health clubs, fitness facilities, senior living communities, long-term care, or other group-exercise locations.

**Ongoing marketing & educational support**

YogaFit creates and maintains an ongoing relationship with its network through the website, various forums, blog, Facebook and other social media, as well as through informative catalogues, brochures, manuals and flyers.

**In-service training**

YogaFit is designed to improve health, performance and mental acuity of athletes or individuals interested in improving their level of fitness. The company’s certification programs enable yoga and fitness enthusiasts to experience YogaFit style.

**What inspired your company to produce these products or services?**

Soon after she began teaching yoga at fitness clubs, Beth Shaw felt yoga certifications needed to address the challenges of teaching in these environments: bright lights, cold rooms, and bodies of all types and flexibility levels.

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

In 1994, the SportCenter Fitness approached Beth Shaw to create a yoga center within a health club. Her article regarding yoga’s birth in the fitness industry appeared in *Recreation Resources Magazine*, which led to YogaFit’s first training.

**What sets your company apart from others in the industry?**

YogaFit delivers a practical, user-friendly style, which is accessible, understandable, and doable by individuals at any fitness level. Our trainees bring yoga’s benefits to older adults in senior living communities and long-term care, among others.



**SAVE  
THE DATE  
NOW!**

**International Council  
on Active Aging®**  
3307 Trutch Street, Vancouver,  
BC, V6L 2T3  
Toll-free: 866-335-9777  
Tel: 604-734-4466  
[www.icaa.cc](http://www.icaa.cc)



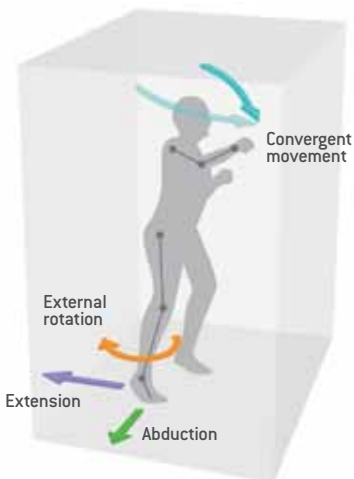
# Conference 2014

A wide-angle photograph of the Orlando skyline. In the foreground, a large body of water reflects the sky and buildings. A prominent feature is a large, blue, cylindrical glass skyscraper with a curved facade. To its left, there are several other buildings, including a large, multi-story beige building. In the middle ground, there are trees with autumn-colored leaves and a small, blue, dome-shaped structure. The sky is clear and blue.

# ORLANDO

November 13-15, 2014  
Orange County  
Convention Center  
Orlando, Florida

# 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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Technogym® Global Partner



**TECHNOGYM**

The Wellness Company