

International Council on Active Aging®
preferred business partners

guide

2 0 1 7

**Products and services
for age-friendly wellness
environments**



It's Never 2 Late... because fun matters, page 38

FIT FO ALL



R AGES



ACTIVE OLDER ADULTS ARE COMFORTABLE AND EMPOWERED ON THE NUSTEP RECUMBENT CROSS TRAINER. The safety, comfort and accessibility of the NuStep cross trainer makes it a perfect fit for active older adults. It empowers them to get a cardio and strength building workout that helps increase their functional fitness, make them more independent and improve their quality of life. Take That Step by adding NuStep cross trainers to your wellness program today. Made in Ann Arbor, Michigan. **CALL 800.322.2209** or **VISIT NUSTEP.COM**



C o m m e n t

The right offerings



In the *Journal on Active Aging's* September/October issue, the International Council on Active Aging® called upon you—our members and supporters—to prepare for the Decade of Healthy Aging, 2020–2030. If you missed the ICAA Call to Action 2016, you may have questions about the Decade of Healthy Aging. This initiative is part of the World Health Organization's "Global Strategy and Action Plan on Ageing and Health," adopted by the Sixty-ninth World Health Assembly in May. ICAA's call to action lays out several areas of focus for action. Among them, recommended actions include the following: "Advise product manufacturers and service providers on how they can design, develop and deliver products and services that are inclusive for all ages and abilities." (For more about the ICAA Call to Action and to pledge your support, go to <http://icaa.cc/calltoaction.htm>.)

At ICAA, we recognize the vital role that the right offerings play in your ability to support older adults in leading full, active lives. That's why the ICAA Preferred Business Partner Program began with our launch 15 years ago. This program connects organizations committed to serving older adults with organizations committed to providing products and services for this market. We all work together to advance active aging.

Many other product manufacturers and service providers have yet to heed the message of inclusivity. They continue to introduce one-size-fits-all products and services that cannot begin to meet the wide-ranging needs of a market that includes the diverse older-adult population. Research and practical applications show this to be a losing proposition.

It is time to tackle the lack of understanding behind this approach. Active-aging organizations are well placed to help these product manufacturers and service providers develop their offerings—and, by doing so, ensure appropriate solutions for the industry.

Already organizations have stepped to the forefront to offer incubator labs, funding or product testing to technology providers. All kinds of providers, however, need help if we are to reduce the millions of dollars spent to develop and introduce products and services that fail to meet our industry's needs.

Even if your organization is not part of a formal product-testing lab, you can play a role. Here are two simple things you can do to significantly impact the quality of products and services:

1. Be open to new offerings. Listen to what is presented. If you feel there may be a fit with your organization, ask to review the product with your newly formed product review committee (staff and residents/members).
2. Develop a standard question for how the product or service meets the needs, capabilities and expectations of your customers and your organization. Grade the product or service on a scale of one to 10, then share the feedback and grade with the company. Tell your contact what needs to change for the product or service to earn a 10.

As we prepare for the Decade of Healthy Aging, aren't you, your organization and your customers worth taking the steps that lead to the right offerings—products and services that will enhance not only your efforts, but also your results?🌀

A blue ink signature of Colin Milner.

Colin Milner, CEO
International Council on Active Aging®



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ICAA Preferred Business Partners Guide 2017

Products and services for age-friendly wellness environments

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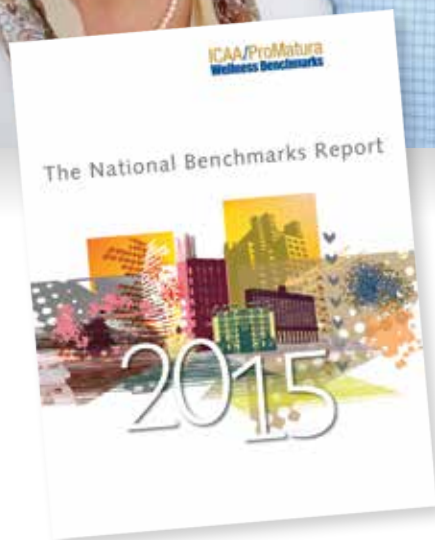
ICAA Preferred Business Partners profiles are posted on the ICAA website, along with partner images and videos. Partners may make updates during the year. Profiles may be accessed by clicking "Buyer's guide" on the ICAA home page.

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Do you know your wellness ROI?



Order your copy of the
ICAA/ProMatura National
Wellness Benchmarks Report.

Call toll-free
1-866-335-9777

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/business/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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Disclaimer

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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

Or go online to www.icaa.cc



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International Council on Active Aging Conference 2017

November 9–11, 2017

Orange County Convention Center

Orlando, Florida



**International Council
on Active Aging®**

603-1112 West Pender Street

Vancouver, BC, V6E 2S1

Toll-free: 866-335-9777

Tel: 604-734-4466

www.icaa.cc



SAVE *The* DATE

Spark your next great idea

Spark new opportunities for your organization and yourself by attending the ICAA Conference 2017. At ICAA's annual meeting, you and your team will gain ideas, research and resources to help you grow, learn, and advance your active-aging efforts. It's fertile ground for your next great idea!

Mix with others from across the active-aging industry for a learning and networking experience designed to inspire, inform and revitalize you. So save the date! Plan now to join your colleagues for *the* 2017 industry event dedicated to active aging and wellness.

To learn more and to register, go to **www.icaa.cc** or call **866-335-9777**.

*Improve strength,
confidence, cardiovascular
health, balance and
mobility with Biodex*



Company

Biodex Medical Systems, Inc.

Address

20 Ramsey Road

City

Shirley

State/province

New York

Zip/postal code

11967-4704

Country

United States

Toll-free

800-224-6339

Tel

631-924-9000

Fax

631-924-9241

Email

info@biodex.com

Website

<http://www.biodex.com>

Years in business

68 years

National Sales Manager

Don Gronachan

National Service Director

Steve Shauger

Warranty

Varies with product

Product line or service

The Biodex Balance System™ SD and BioStep™ 2 Semi-Recumbent Elliptical Cross-Trainer help improve balance, increase mobility and develop muscle tone. The new Sit2Stand™ Trainer provides Squat Assist Exercise to increase strength and improve mobility.

Features

Biodex devices are designed to improve balance, strength, cardiovascular health, mobility and confidence. Through staying healthy, older adults better maintain functional independence and protect mental acuity, as well as enjoy a stable quality of life.

Ongoing marketing & educational support

Interactive eLearning modules, hands-on workshops, and evidence-based clinical protocols are offered to help individuals better understand/ utilize Biodex devices. Marketing support includes customizable educational and promotional materials to help attract community-dwellers and residents, plus increase referrals.

In-service training

A complimentary eLearning Installation and Operation instructions module is available online. On-site installation and training is optional. Detailed operation manuals accompany all Biodex products (also available online). Operation manuals include assembly and operating instructions.

What inspired your company to produce these products or services?

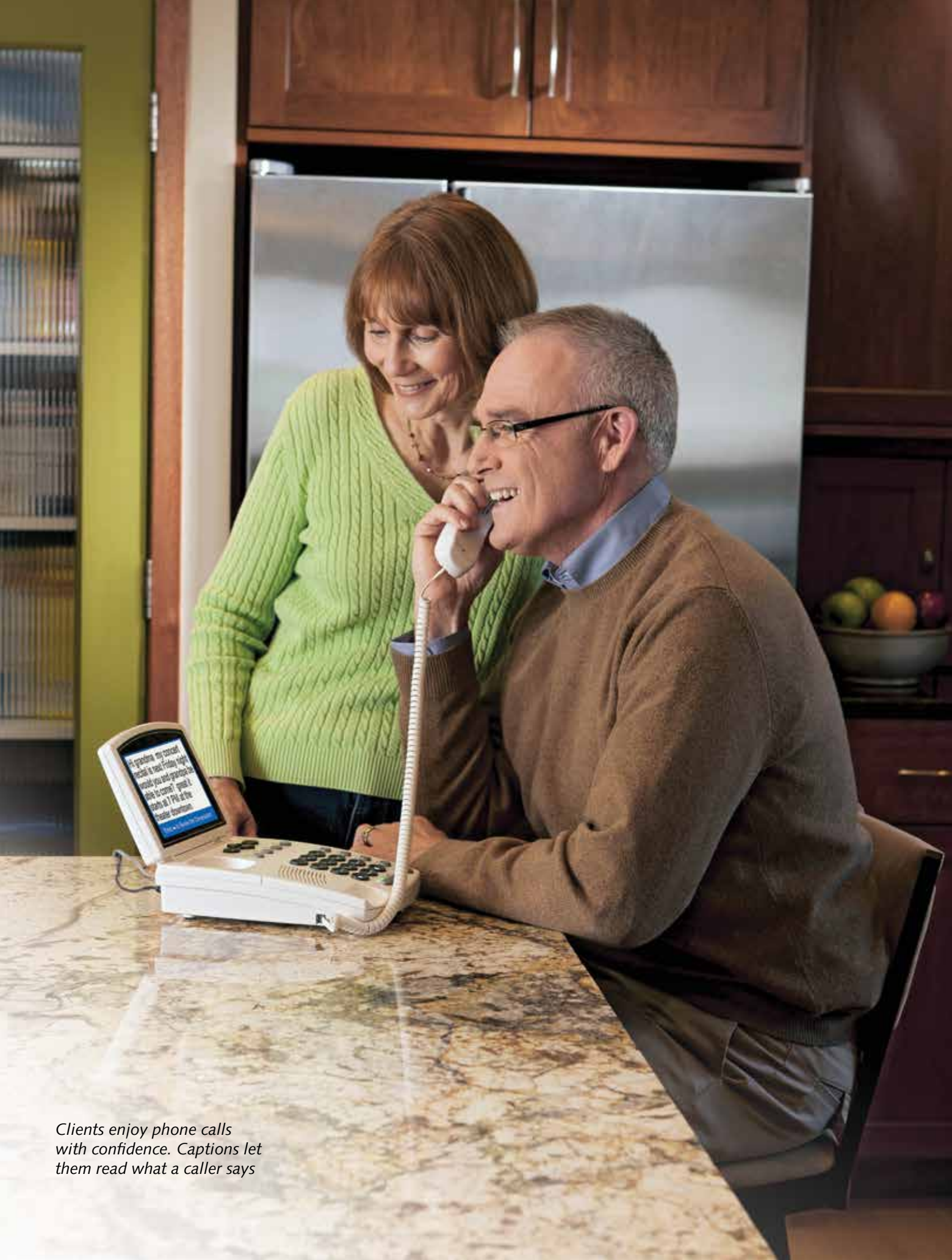
The inspiration was driven by the fact that the fastest-growing age group is 85 years and over. Wellness is critical to these older adults to maintain their physical health and an active lifestyle.

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

Biodex's formation was inspired by a passion to provide innovative, quality products to the medical industry. Beginning in 1985 with sports medicine, Biodex evolved with market trends toward older-adult exercise. Our goal is to meet the market's challenges.

What sets your company apart from others in the industry?

Biodex, a longtime advocate for active aging, offers equipment and programs created with older adults in mind. Our programs support the products with marketing materials that help expand the business—offering both clinical and business support.



*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

<http://www.captel.com>

Years in business

16 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 lives.

What sets your company apart from others in the industry?

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

*Give your clients with hearing
loss moments like this.
Give them CaptionCall!*





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

<http://www.captioncall.com>

Years in business

21 years

Discounts & terms

Free phone with professional certification

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. People make and receive calls like they always have. It comes with touch-screen technology, speaker phone, 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, install, and provide in-person, hands-on training—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?

An estimated 48 million Americans struggle with hearing loss. Our driving mission is to help people with hearing loss stay socially engaged to prevent loneliness and isolation. We help people stay connected for longer, happier, healthier lives.

What sets your company apart from others in the industry?

CaptionCall is recommended by audiologists nationwide. The speed and accuracy of the CaptionCall service are exceptional. Our red-carpet service (including free delivery, installation and hands-on training by a CaptionCall trainer) is second to none.





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

<http://www.conductorcise.com>

Years in business

13 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

An established 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 desire to help people of all ages and fitness levels to move, have fun and get healthy. To share the joys of classical music and movement through an energetic program that combines symphonic music and education, 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 strengthens body and brain through classical music, Conductorcise is internationally respected by health and fitness experts for all levels, including individuals with Alzheimer's, dementia, diabetes, or mobility and other challenges.



CyberCycle

11 gear 22:38 time 0.43 miles 12 cal 43 watts 0 bpm



sh riding. Press ? for help

Interactive Fitness

Cycle



CyberCycling provides cognitive benefits for older adults





Company
CyberCycle

Address
2225 Martin Avenue, Suite I

City
Santa Clara

State/province
California

Zip/postal code
95050

Country
United States

Toll-free
888-528-8589

Tel
609-405-8778

Fax
408-982-9182

Email
cybercycle@ifholdings.com,
mconway@ifholdings.com

Website
<https://cybercycle.bike>

National Sales Manager
Megan Conway

Warranty
4 years

Product line or service
The CyberCycle, a new wellness program built on the principle of having fun, delivers cutting-edge benefits to the mind and body with the goals of delaying Alzheimer's and dementia, and helping older adults stay independent longer.

Features

Interactive age-friendly software with over 40 virtual cycling tours, walk-through design, oversized seat with extended adjustment bar, support grips, nonslip pedals with heel cups, motion-control handlebars, and active resistance changes as users climb.

Ongoing marketing & educational support

Unlimited technical and customer support, on-site training and installation, customized programming, user guide, and step-by-step program instructions for both staff and residents.

In-service training

On-site training for staff and residents on how to ride the CyberCycle. Customized training for staff on programming options including turnkey challenges, the CyberCycle League, and resident data collection.

What inspired your company to produce these products or services?

Research shows riding the CyberCycle can yield cognitive benefits that may delay the onset of Alzheimer's. After the CEO lost loved ones to this disease, it became our mission to help older adults stay healthy and independent.

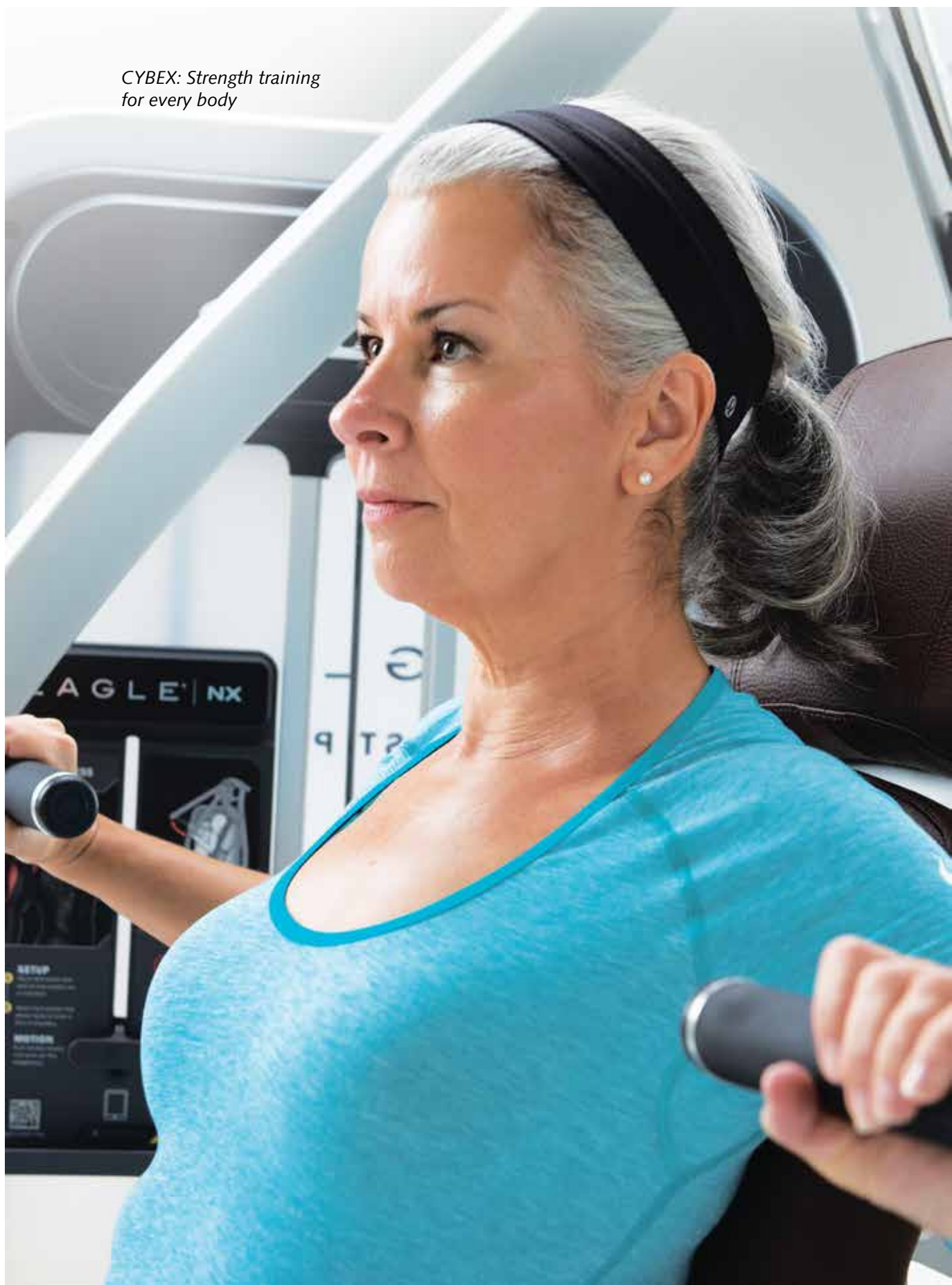
What inspired your founder(s) to form your company?

We believe that exercise should be fun, engaging and social. We also believe in connecting people through "Team Cardio" programs.

What sets your company apart from others in the industry?

The CyberCycle is shown to address both physical and cognitive declines in older adults. With the CyberCycle, you gain a complete wellness program to encourage participation, engagement and socialization among your residents.

*CYBEX: Strength training
for every body*



**Company**

Cybex International, Inc.

Address

10 Trotter Drive

City

Medway

State/province

Massachusetts

Zip/postal code

02053

Country

United States

Tel

631-379-7493

Email

bmclam@cybexintl.com

Website

<http://www.cybexintl.com>

Years in business

46 years

National Sales Manager

Brad McLam

National Service Director

Al Rousseau

Discounts & terms

Varies by product

Estimated time of delivery

Varies by product

Warranty

Varies by product

Product line or service

Cybex offers a full range of safe, effective and accessible fitness equipment. Products include the Arc Trainer, treadmills, bikes and Bravo Functional Trainer, plus the Eagle, Prestige Strength and VR1 strength-training lines and IFI-certified Total Access line.

Features

Cybex products are designed for performance. They are built with safety, comfort and ease-of-use features such as Progressive Stabilization on the Bravo Functional Trainer, ARMZ stability bars on treadmills, and Dual Axis technology on Eagle.

Ongoing marketing & educational support

The Cybex Research Institute provides on-site education, training, and coaching on the fundamentals of exercise science and the proper use of equipment. Marketing materials are available to educate staff and exercisers about using Cybex equipment.

In-service training

The Cybex Research Institute is available to train your staff and members on fitness equipment. Technical support is provided at installation and through our in-house technical support team to assist with preventive maintenance and troubleshooting.

What inspired your company to produce these products or services?

Cybex is committed to improving the health and well-being of people around the world. Cybex products are a direct by-product of our heritage in sports medicine and rehabilitation and exhaustive research in human biomechanics.

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

Cybex's heritage is grounded in sports medicine and rehabilitation. One of the early Cybex products was an isokinetic testing device. Our experience with performance measurement and rehabilitation systems continues to guide product development today.

What sets your company apart from others in the industry?

Cybex offers commercial fitness solutions for all exercisers. Our dedication to exercise science, through the Cybex Research Institute, guides the fitness industry in providing scientific basis for the development of exercise machines.



**Company**

Davey Coach Sales

Address

7182 Reynolds Drive

City

Sedalia

State/province

Colorado

Zip/postal code

80135

Country

United States

Toll-free

800-873-1856

Tel

303-683-9500

Fax

303-683-6008

Email

joshd@daveycoach.com, info@daveycoach.com

Website

<http://www.daveycoach.com>,
<https://www.cornerstonebusleasing.com>

Years in business

21 years

National Sales Manager

Josh Davey

National Service Director

Jeff Weatherman

Regional Manager

Gary Smith

Discounts & terms

1% net 5

Estimated time of delivery

10 days, in stock; 90–120 days, custom to-be-built products

Warranty

5 years, various mileages, depending on manufacture

Product line or service

Our products are designed, and include numerous options as standard features, creating a high-option content product with age-friendly features and benefits.

Features

We offer features such as low ground-to-first-step entranceway, nonskid flooring, and optimum visibility for both operator and passengers alike.

Ongoing marketing & educational support

We offer a user-friendly, interactive website, and customer support technicians who are factory trained. Continuous educational updates; training is ongoing.

In-service training

Certified delivery technicians are at hand on location at each final delivery.

What inspired your company to produce these products or services?

We saw a lack of unique products available, with the "Customer First" attitude.

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

Our founder watched, listened and learned why seniors were being ignored their transportation privileges. Marketing quality, and safe products for our aging parents, offering freedom through creative transportation alternatives, with a high level of integrity.

What sets your company apart from others in the industry?

We have high-quality products, distributed and serviced in a rural region, with continuous service after the sale. Great visibility, excellent resale values, with products that exceed safety standards. Simply put, "We Care."

A mind-body exercise, tai chi can help improve balance. EnerG by Aegis embraces a multidimensional approach to wellness





Company

EnerG Wellness Services by Aegis Therapies

Address

5220 Tennyson 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

<http://www.aegistherapies.com>,
<http://aegistherapies.com/contract-wellness-services>

Years in business

18 years

National Sales Manager

Tracey Harvey, National Program Director

National Service Director

Brian Boekhout, Vice President of Wellness Services

Regional Manager

Cindy Kasson, Vice President of Outpatient Services

Product line or service

Aegis Therapies provides skilled therapy and wellness services across the US. EnerG Wellness Services by Aegis Therapies provides a multidimensional approach to wellness and outpatient therapy that can help improve clinical outcomes and operational success.

Features

Aegis Therapies provides therapy and wellness services to the spectrum of aging adults. While our core business focuses on seniors, we have programs that span the continuum of the active-aging population focusing on the 7 wellness dimensions.

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 150 different educational offerings across the 7 dimensions of wellness.

What inspired your company to produce these products or services?

For the past 18 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 facility needs from an operational standpoint and from perspectives of resident needs and employees, marketing, and care provision. Tailored programs drive benefits with results enhancing operational success.



Greenfields Outdoor Fitness provides social, low-impact exercise equipment, helping older adults to enjoy active lifestyles regardless of ability level





Company

Greenfields Outdoor Fitness, Inc.

City

Anaheim

State/province

California

Country

United States

Toll-free

888-315-9037

Fax

866-308-9719

Email

info@greenfieldsfitness.com

Website

<http://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' Professional Series offers adjustable resistance for a customized workout. Greenfields' "Body Resistance" equipment uses body weight for resistance and strength training. "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?

Greenfields equipment incorporates an inviting multigenerational design with a strong social element for an enjoyable workout. Greenfields Signature Accessible Line (US Patent No. 9,079,069) allows those in wheelchairs to exercise without transferring.



**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

<http://www.silversneakers.com>

Years in business

21 years

National Sales Manager

Jackie Gross, Director of Provider Networks,
jackie.gross@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 13,000 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 provides 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?

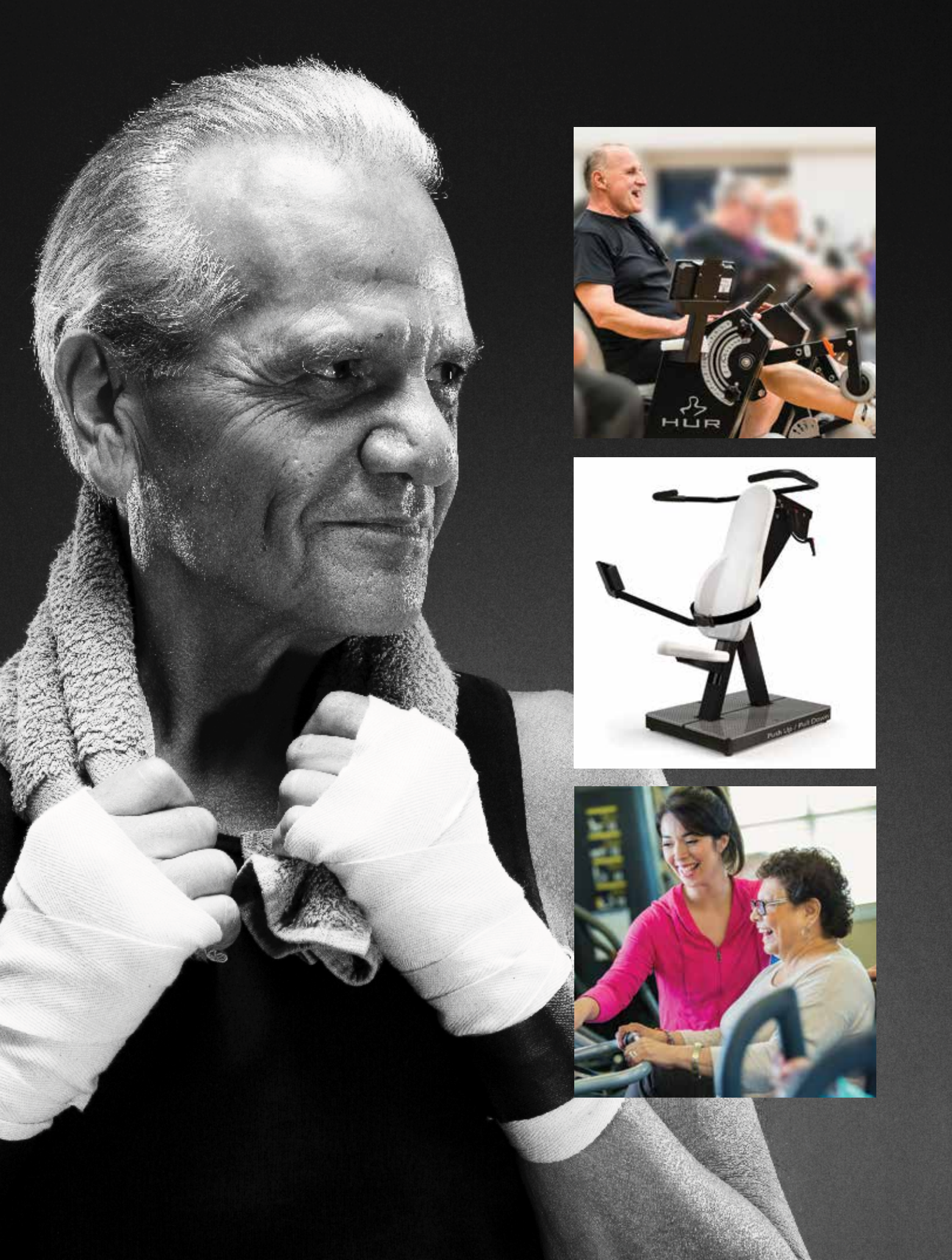
The older-adult population, at the highest risk of sedentary-based illnesses, receives great benefits from physical activity. SilverSneakers delivers quality group-fitness solutions for older adults in fitness centers and FLEX sites.

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
HUR USA

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
sydney.goldberg@hurusa.com

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

Years in business
25 years

National Sales Manager
Chad Woodmancy

National Service Director
Jay Miralgio

Regional Manager
Dave Lykowski

Product line or service
HUR builds strong bodies and even stronger senior living and rehabilitation centers by offering a complete line of pneumatic, strength-training and -testing equipment and solutions for older adults.

Features

HUR is an international leader in strength-building for older adults that offers: air-resistance technology; SmartTouch automation, tracking and outcomes reporting; and cost-effective testing, training and outcomes.

Ongoing marketing & educational support

Our POWERED by HUR marketing and educational support helps HUR clients communicate the point of differentiation and ideal benefits that HUR strength-training solutions provide to their current and prospective customers.

In-service training

HUR offers education on each piece of strength-training and -testing equipment as well as on HUR SmartTouch automation, tracking and reporting technology. Also, HUR offers research on effective strength-training techniques for older adults.

What inspired your company to produce age-friendly products or services?

Scientific evidence concludes that physical activity, including strength training, offers one of the greatest opportunities to extend years of active and independent life, reduce disability and improve quality of life for older adults. That's inspirational!

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

HUR is inspired by the opportunity to lead a strength-building revolution that empowers older adults to gain the muscle, power and stamina they need and equips centers POWERED by HUR with a business advantage.

What sets your company apart from others in the industry?

Powered by HUR evidence-based Scandinavian design and air-resistance technology, providers are equipped with premier strength-training solutions for older adults, to enhance results, customer satisfaction and the marketing muscle their centers, and their clients, need to thrive.

*The freestanding, nonconstruction
HydroWorx 300 Series*



**Company**

HydroWorx

Address

1420 Stoneridge Drive

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

<http://www.hydroworx.com>

Years in business

18 years

National Sales Manager

Rob Miller; Darnell Jones

National Service Director

Chad Bauer

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 warm water's healing properties and HydroWorx products' innovative features, including an underwater treadmill, individuals can exercise/rehabilitate in a nearly pain-free environment. The nonconstruction HydroWorx 300 Series allows aquatic therapy in virtually any space.

Features

HydroWorx pools offer an ascending/descending pool floor, underwater treadmill with support bars for secure gait training, and resistance-therapy jets for balance training. The HydroWorx 300 Series underwater treadmill device contains our therapy-pool features in a smaller footprint.

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

603-1112 West Pender Street

City

Vancouver

State/province

British Columbia

Zip/postal code

V6E 2S1

Country

Canada

Toll-free

866-335-9777

Tel

604-734-4466

Fax

604-708-4464

Email

info@icaa.cc

Website

<http://www.icaa.cc/business/benchmarks.htm>

Years in business

7 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 setup 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?



*It's Never 2 Late
facilitates clinical
outcomes and
operational growth
with a wide range
of engagement and
therapy applications*

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

<http://www.iN2L.com>

Years in business

19 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 and labor

Product line or service

iN2L builds engagement systems 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 technology. Customizable 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?

iN2L has 19 years of experience, a customer base of more than 2,000, a customer service retention rate of 98%, and a vast content library providing programming for the entire care continuum.



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

<http://www.keiser.com>

Years in business

41 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

For nearly 4 decades, Keiser has influenced the training of athletes, fitness enthusiasts and rehabilitation experts with fitness products that unite components of human performance: the force you produce, and the speed at which you produce it.

Features

Versatility, speed, precision, quality, safety. Reps can start at low resistance, with 1 lb. or 1/10 lb. increments depending on machine. Hand controls let users adjust resistance mid-repetition. Large readable displays are directed towards users for privacy.

Ongoing marketing & educational support

Our goal is to make sure our customers have the support they need, with access to product manuals, education, 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 with Keiser equipment—like reducing the risk of osteoporosis, diabetes and heart disease, and improving mobility and stability.

What inspired your company to produce these products or services?

The relentless pursuit of improving human performance and pushing the limits of fitness science.

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

Founder Dennis Keiser believed we had reached the limits of achievement with iron and weight stacks. In 1978, Dennis and his brother Randy introduced an air-powered variable resistance exercise machine for building strength and power.

What sets your company apart from others in the industry?

We begin our engineering process around the form and function of the human body, resulting in science-backed products that optimize the workout experience. Pneumatic resistance allows targeted muscle training with less stress on joints and connective tissue.



*Life Fitness: The Signature Series
Cable Motion Dual Adjustable
Pulley delivers a 1:4 resistance level
to provide lower starting resistances
for less experienced users*

**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

866-312-2295

Email

jonathan.abrams@lifefitness.com

Website

<http://www.lifefitness.com/active-aging>

Years in business

50 years

National Sales Manager

Jonathan Abrams

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, elliptical cross-trainers, exercise bikes, Insignia Series selectorized strength-training line and Circuit Series strength-training line, as well as all Cybex, SCIFIT, InMovement, Hammer Strength and Brunswick Billiards products.

Features

Life Fitness cardiovascular products offer ergonomic designs, biomechanically correct movements 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 instructions. 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 who use 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 based on the belief that cardiovascular exercise could help people live happier, healthier lives.

What sets your company apart from others in the industry?

Life Fitness has provided premium equipment for over 50 years, with a proven track record and history of excellence. Aligning practices, culture and product offerings with its mission helps Life Fitness innovate ways to help its customers.



Matrix offers a full suite of cardio and strength products designed to maintain, prolong and restore the ability to move freely and painlessly

**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

<http://www.matrixfitness.com>

Years in business

16 years

National Sales Manager

Mary Dixon, Lifestyle Key Accounts

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 <http://www.matrixfitness.com/en/support/warranties>.

Product line or service

We believe in quality of life that comes from movement. Our portfolio of functional movement solutions includes equipment designed to meet the needs of medical/training specialists who understand how important movement is to a healthy future.

Features

The T3xh features extended handrails with neutral-position, angled grips that ensure secure entry/exit. The unit can display two console interfaces—the standard 3xe interface or a Simplified Display Mode to show only the most relevant feedback.

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 products stand out by accommodating functional movement. We target protocols that specifically address four of the dimensions of functional movement: cardiovascular, strength, cognitive and balance.

Medical Fitness Solutions' Total Solutions program is designed to improve health, lower cost of care, and provide an ethical return on investment



**Company**

Medical Fitness Solutions

Address

543 East Alvarado Street

City

Fallbrook

State/province

California

Zip/postal code

92028

Country

United States

Toll-free

800-831-7665

Tel

760-451-3445

Fax

760-451-8995

Email

info@medicalfitsolutions.com

Website

<http://www.medicalfitsolutions.com>

Years in business

7 years

National Sales Manager

Dean Sbragia

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, CyberCycle and bioDensity.

Features

Total Solutions empowers adults to retain their independence and age gracefully by addressing 5 debilitating conditions affecting older adults: sarcopenia, osteoporosis, balance/dizziness, circulatory and pain issues, and cognitive decline.

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 Medical Fitness Solutions. Our trainers have 100-plus years of combined experience in rehabilitation and long-term care applications.

What inspired your company to produce these products or services?

Too many solutions to address older adults' needs are pharmacological. We design easy-to-implement, proven, safe protocols aimed at creating a physical adaptation to the stimuli dosed, resulting in improvements with no side effects.

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

This minority women-owned business was established 7 years' ago to provide solutions to rehabilitation and senior health challenges. Building on 30-plus years' experience serving this community, Medical Fitness Solutions has developed programming and products to address older-adult comorbidities proactively.

What sets your company apart from others in the industry?

Medical Fitness Solutions is focused on providing the right solutions for our customers. Our products are proprietary and get results! We are a customer-driven company that provides exemplary products and service.





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

<http://www.wellness.nifs.org>

Years in business

29 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-plus 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-plus 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.



The inclusive NuStep Recumbent Cross Trainer is an essential part of countless wellness programs

**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

<http://www.nustep.com>

Years in business

24 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 experience the benefits of total-body cardio exercise. The NuStep combines lower- and upper-body movement for a full-body workout that builds strength, improves balance and enhances independence.

Features

The NuStep's age-friendly features—360-degree swivel seat, StrideLock, grab bar, low inertia start-up and user-controlled step length—gives users the confidence to get on and go and to exercise safely with control.

Ongoing marketing & educational support

NuStep established the Pinnacle Award® in 1998 to recognize senior organizations that support healthy aging through whole-person wellness programming and empower older adults to Take That Step towards a more active lifestyle.

What inspired your company to produce these products or services?

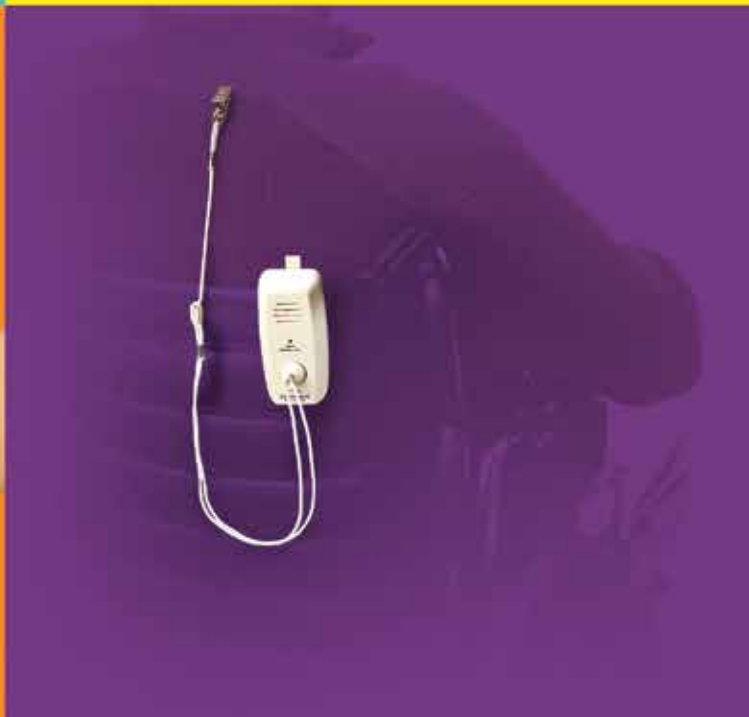
Understanding the positive role exercise plays in promoting healthy aging and wellness, NuStep was inspired to design inclusive products that make safe and effective full-body exercise possible for virtually anyone.

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.



**Company**

Patterson Medical

Address

28100 Torch Parkway, Suite 700

City

Warrenville

State/province

Illinois

Zip/postal code

60555

Country

United States

Toll-free

800-323-5547

Tel

630-393-6000

Fax

800-547-4333

Email

customersupport@pattersonmedical.com

Website

<http://www.pattersonmedical.com>

Years in business

61 years

Product line or service

Patterson Medical is a leading provider of rehabilitation, assistive living and splinting products to long-term care nurses, occupational therapists and physical therapists.

Features

With one of the industry's largest catalogs and nationwide sales forces, Patterson Medical offers more than 30,000 products, top brand names, and innovative industry exclusives.

Ongoing marketing & educational support

Patterson Medical University can help you achieve clinical excellence with continuing education courses for today's therapist. Give yourself some credit and check it out at <http://www.pattersonmedical.com>.

In-service training

Patterson Medical sales representatives are available to customize in-service training for your facility. Call customer service today to connect with your sales representative.

What inspired your company to produce these products or services?

Helping therapists achieve the best possible quality of care and rehabilitation outcomes for their patients.

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

Providing products that help patients get back to their fullest potential of independence.

What sets your company apart from others in the industry?

Patterson Medical goes beyond rehabilitation products. Drawing from our depth of experience, Patterson offers expertise, innovation, advocacy, continuing education, service and one-to-one personal service to enable clinical excellence and operational efficiency.



**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

<http://www.power-systems.com>

Years in business

30 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 is a leading provider of over 2,400 professional-grade, durable products for health clubs, fitness centers, seniors centers and many more.

Features

Power Systems' passion for fitness is fueled by our customers. We are a resource for products such as stability balls, resistance tubing, hand weights and balance equipment, with offerings in age- and ability-appropriate sizes, weights and resistance levels.

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

A passion to advance health, fitness and physical performance and to build a truly customer-centric company dedicated to bringing the best and broadest selection of products and award-winning customer service.

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 142nd 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

<http://www.precor.com>

Years in business

36 years

National Sales Manager

Sean Kearney

National Service Director

Connie Paratore, Service Account Manager,
connie.paratore@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; 6–12 weeks on functional fitness

Warranty

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

Product line or service

Precor develops and manufactures premium fitness equipment, software, and service solutions that help fitness facility operators grow their business and create a personalized fitness experience for their customers.

Features

Precor offers a full line of low-impact cardio equipment that focuses on ergonomic motion. Our equipment features low step-up heights, step-through design for easy mounting, easy-to-use motion controls and intuitive consoles.

Ongoing marketing & educational support

The Precor Coaching Center is your one-stop shop for Precor Education and Training resources. We've divided content into 4 categories for different audiences so you quickly access material that is most relevant to your training and your business.

What inspired your company to produce these products or services?

The Precor focus is on delivering a smooth, natural and low-impact exercise experience, which makes this equipment universally age-friendly.

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

Precor founder David Smith had a passion for movement and fitness. As an engineer, David was insightful, meticulous, and relentless in pursuit of building smooth, flowing and durable fitness products. Those attributes remain guiding principles today.

What sets your company apart from others in the industry?

Our mission is to develop personalized health and fitness experiences that help people live the lives they desire. We have been delivering on this mission for over 3 decades.



**Company**

ProMatura Group

Address

19 County Road 168

City

Oxford

State/province

Mississippi

Zip/postal code

38655

Country

United States

Toll-free

800-201-1483 (US), 855-221-5902 (Canada)

Tel

662-234-0158, ext. 0418

Email

btowery@promatura.com

Website

<http://www.promatura.com>

National Sales Manager

Bobby Towery, President

National Service Director

Bobby Towery, President

Product line or service

Founded in 1984, ProMatura Group has been conducting applied research for businesses for more than 30 years. We specialize in consumer research among 55+ consumers relative to the preferred benefits, usability and usefulness of more than 3,000 products and services.

Features

ProMatura has completed market research, market and financial feasibility studies, industrywide research and, most importantly, large-scale, in-depth statistically valid consumer research studies relative to every form of age-qualified and all-age housing.

Ongoing marketing & educational support

Dr. Margaret Wylde served on the University of Maryland's faculty for age-qualified housing. In 2007, she received the National Association of Home Builders (NAHB) Icon of the Industry award for "substantial and lasting impact on the seniors housing industry."

In-service training

ProMatura offers a wide variety of both on-site and online in-service training tailored to specific needs and budgets.

What inspired your company to produce these products or services?

Our passion is to help our customers make living better for their customers. We accomplish this by providing actionable and "down to earth/usable" research.

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

Dr. Margaret Wylde has always had a passion for improving the age-qualified housing industry. In 1984, she left full-time academia to pursue this passion and, in the process, became an industry leader.

What sets your company apart from others in the industry?

ProMatura has significant breadth and depth of knowledge of the age-qualified housing industry that encompasses age-qualified, service-enriched housing such as independent living, assisted living, memory care, continuing care retirement communities and nursing care.





Company
QuickWitz

Address
208 Lindbergh Court

City
Greer

State/province
South Carolina

Zip/postal code
29651

Country
United States

Toll-free
888-380-9535

Email
info@quickwitz.com

Website
<http://www.quickwitz.com>,
<https://www.facebook.com/quickwitz>

Years in business
7 years

National Service Director
Becky McLaughlin

Estimated time of delivery
2 weeks

Product line or service
Want to offer a mental fitness program that keeps seniors coming back for fun and social engagement? Look no further! QuickWitz supplies enrichment and mental stimulation across nearly a dozen skill areas most frequently impacted by aging.

Features
The group setting, interactive social connectivity and simplicity of presentation make QuickWitz appealing to activity directors and seniors. The DVD/workbook combination provides a plan for enrichment leaders, while ushering brain training into the social arena.

Ongoing marketing & educational support
Boundless customer support and technical assistance are a hallmark at QuickWitz. The ease of administration and the low-tech features highlight the program presentation.

In-service training
Training is accomplished by webinars and use of online training videos, and may be customized on-site.

What inspired your company to produce these products or services?
QuickWitz programs were developed to meet the needs of the actively aging generation that was less technologically astute than its offspring. We believe mental fitness programs should not frustrate but entertain, and not isolate but socialize.

What inspired your founder(s) to form your company?
This mental fitness corporation was born of the founder's love for teaching. Having been introduced to the concept of brain training and cognitive reserve, Becky McLaughlin believed these discoveries could prepare the aging population for its future.

What sets your company apart from others in the industry?
QuickWitz rescues activity directors from hours of searching for appropriate brain-stimulating exercises, provides a variety of games and procedures to residents no matter the intellectual talent, and most importantly, presents those sessions in an interactive group setting.





Company
RehabCare

Address
680 South Fourth Street

City
Louisville

State/province
Kentucky

Zip/postal code
40202

Country
United States

Email
brittany.austin@rehabcare.com

Website
<http://www.rehabcare.com>

Years in business
34 years

National Service Director
Brittany Austin

Product line or service
Aging adults have unique physical, emotional and cognitive needs—they need to stay active. That's where Smart Moves wellness from RehabCare comes in. Our programming works to keep patients healthy and out of the hospital.

Features
Features include group fitness classes, customized exercise programs, cognitive training, falls prevention, balance improvement, healthy learning lectures, fitness testing, and safety clinics.

Ongoing marketing & educational support
Smart Moves provides educational material including healthy learning lectures, goal-oriented programming, safety clinics, newsletter articles, exercise guides, as well as a website for tracking progress.

What inspired your company to produce these products or services?

An effective health and wellness program can lead to fewer falls; reduced rates of heart disease, diabetes and osteoporosis; improved sleep; decreased depression; and reduced agitation in patients with Alzheimer's. It enhances our patients' work in therapy.

What sets your company apart from others in the industry?

Smart Moves is tailored to each community's and patient's needs to enhance all aspects of wellness. A personalized approach combined with enhancing knowledge aims to provide the best possible outcomes and help people age in place.





REJUVENATE
salon and spa

Company

Rejuvenate Salon & Spa

Address

210 South Pinellas Avenue, Suite 205

City

Tarpon Springs

State/province

Florida

Zip/postal code

34689

Country

United States

Toll-free

877-792-1366

Tel

813-792-1366

Fax

813-792-0608

Email

info@rejuvenatesalonandspas.com

Website

<http://www.rejuvenatesalonandspas.com>

Years in business

20 years

National Sales Manager

Owner/CEO: Abby Germain

National Service Director

Director: Evelyn Mekosh

Regional Manager

Business Office Manager: Christine Gilmore

Product line or service

Rejuvenate Salon & Spa is a multiservice salon, spa and wellness solution for senior- and assisted-living communities who want residents to enjoy looking and feeling their best. Rejuvenate manages over 100 salon-spas in 8 states.

Features

Rejuvenate offers contemporary salon services for men and women, as well as relaxing and therapeutic spa services, body treatments and skincare using techniques and top-line products (including organics) chosen specifically for the benefit of older adults.

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?

Each Rejuvenate Salon & Spa provides affordable access to upscale barber/salon services, spa offerings, and beauty and wellness experiences like fashion shows and makeovers—all from staff who are caring, professional and talented.



*Build a safe,
effective
exercise space
and programs
to assist your
clients' wellness
through the life
span*





Company
S.T.E.P.S

Address
Box 1337

City
Waterdown

State/province
Ontario

Zip/postal code
LOR 2H0

Country
Canada

Tel
905-689-6773

Email
admin@steps-co.ca, s.t.e.p.s@sympatico.ca

Website
<http://www.steps-co.ca>

Years in business
19 years

National Sales Manager
Sandra Sheffield-Young

National Service Director:
Sandra Sheffield-Young

Regional Manager
Lance Young

Product line or service
An exercise and wellness company comprised of healthcare professionals who create quality exercise programs for leaders and participants, of all ages and abilities. Committed to the prevention and maintenance of medical conditions through exercise, education and consultation.

Features

STEPS consults agencies to plan, develop, implement, train and manage to get results that reflect wellness, health, independence, fun and friendship. STEPS values education, and our certificate training courses encourage the development of great leaders.

Ongoing marketing & educational support

STEPS support includes consultation to your facility, live training, mentoring, online, tele-conference, educational manuals, handbooks, DVD and training materials, and ongoing support. We provide health and wellness presentations and clinics to improve quality of life.

In-service training

STEPS To Exercise Leadership Certificate & Refresher Course, STEPS UP! Training, STEPS Exercise Leadership Assessments & Facility Reviews, STEPS Train The Trainer, STEPS Apparatus Course, STEPS Wheel of Fitness, and STEPS to Better Balance Training.

What inspired your company to produce these products or services?

STEPS was developed with the goal to have fun and create the best-quality exercise programs for both leaders and participants of all ages and abilities. "Your Success is our Success" and "Exercise Always Wins!"

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

STEPS was born prior to its creation. Our founder grew up with a grandmother who did headstands and high diving when 80, and parents who skied, golfed and played, fuelling her passion for personal fitness and education.

What sets your company apart from others in the industry?

We are educated registered health professionals with very high standards. We recognize and address your needs, motivate you, maintain personal interest, encourage success and value wellness. We are with you every STEP of the way!



SCIFIT: The Latitude™ Lateral Stability Trainer is the flagship of a comprehensive fall-risk reduction program



Prescribed for Progress™

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
<http://www.SCIFIT.com>

Years in business
29 years

National Sales Manager
Corey Disler, cdisler@scifit.com

National Service Director
service@scifit.com

Regional Manager
Stacy Carder, scarder@scifit.com

Discounts & terms
Please call for details.

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 understand that accessibility encompasses more than just those who are disabled. They are 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.

Helping older adults get back to active lifestyles





Company
Spirit Fitness

Address
3000 Nestle Road

City
Jonesboro

State/province
Arkansas

Zip/postal code
72401

Country
United States

Toll-free
800-258-8511

Email
info@spiritmedicalsistemas.com,
tomc@spiritfitness.com

Website
<http://www.spiritfitness.com>,
<http://www.spiritmedicalsistemas.com>

National Sales Manager
Tom Clifford

Product line or service
Spirit Fitness designs and manufactures medical fitness equipment, including treadmills, ergometers, steppers, and more.

Features
Product features are applicable for physical therapy, senior fitness training of all levels, and assessment of fitness performance that helps clinicians to devise rehabilitation protocols toward better health.

What inspired your company to produce these products or services?
Product development considers how the current healthcare system affects clinicians' goals. We aim to design cost-effective and time-efficient products for clinicians to achieve more within reimbursable sessions, and to help patients to live active lifestyles.

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

Aspiring to be your partner in providing a positive change in the lives of your clients, Spirit Fitness is committed to addressing a wide range of applications from active-aging fitness to complex patient protocols.

What sets your company apart from others in the industry?

New features and versatility that differentiate from competitor products, such as our Symmetry Program, combining treadmill with parallel bars in a unit, and cost-effective options.

*SwimEx pools combine conditioning
and rehabilitation therapy with the
restorative power of water*





Company

SwimEx, Inc.

Address

390 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

<http://www.swimex.com>

Years in business

30 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

American-made hydrotherapy pools and plunge pools. Accelerate rehabilitation in this supportive and safe environment for aquatic therapy and exercise. Rehabilitate, condition and exercise for overall health and well-being.

Features

SwimEx manufactures solid fiberglass hydrotherapy pools and plunge pools. Featuring technologically advanced water currents, SwimEx pools are easy to maintain, and come in a variety of interior layouts, colors, depths and sizes.

Ongoing marketing & educational support

SwimEx team members are passionate about the power of water for rehabilitation and fitness. SwimEx offers aquatic therapy workshops, online training, in-pool demonstrations, and a protocol book with extensive aquatic-exercise options.

In-service training

From purchasing and installation to comprehensive customer service, SwimEx team members provide ongoing training, support and guidance. For every pool installation, we conduct on-site visits and meet with each customer for client-specific training and support.

What inspired your company to produce these products or services?

The inspiration for SwimEx pools came from the belief that the power of water has the ability to change lives. Each handcrafted SwimEx pool is factory built in the USA with a strict attention to detail.

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

SwimEx began 30 years ago when MIT engineers created the paddlewheel water current and commissioned fiberglass pioneer Everett Pearson to build a fiberglass pool using this advanced water-flow system. Today, professionals around the world choose SwimEx pools.

What sets your company apart from others in the industry?

SwimEx is a world leader in the hydrotherapy industry. Professionals choose SwimEx pools for their advanced water current, easy-to-maintain solid fiberglass construction, client-specific interior layouts, installation versatility, and outstanding customer service.

TBH Toolkits are designed for professionals to teach brain health and memory strategies to adults of all ages





Company

Total Brain Health

Address

PO Box 3386 Memorial Station

City

Upper Montclair

State/province

New Jersey

Zip/postal code

07043

Country

United States

Tel

973-665-0422

Email

info@totalbrainhealth.com

Website

<http://www.totalbrainhealth.com>,
<http://www.tbhtoolkits.com>

Years in business

16 years

Product line or service

TBH Toolkits are fun social-based brain-training programs for professionals to teach brain fitness and memory strategies to all ages. Each toolkit includes scripted classes and engaging group activities around cognitive fitness.

Features

Our cutting-edge cognitive fitness programs are founded on a Social-Based Brain Training model that brings community members together with informative group challenges that teach and promote cognitive wellness and foster peer support.

Ongoing marketing & educational support

Our TBH marketing team provides partners with strategic campaign-specific cognitive-fitness materials to support their brain-health marketing and wellness initiatives. Webinars and phone meetups further assist TBH Toolkit trainers through course delivery.

In-service training

TBH Toolkits are fully scripted programs for easy trainer delivery. In addition, we provide free phone and online support, as well as customized live training and professional development certificate courses.

What inspired your company to produce these products or services?

Brain health is a critical part of optimal living. TBH Toolkits provide brain training that helps adults age successfully through time-tested, science-based validated techniques and strategies for cognitive fitness.

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

Along with the TBH Team, Dr. Cynthia Green, founder of Total Brain Health and renowned brain-health author and speaker, feels passionately about building opportunities for successful cognitive aging at every stage of life.

What sets your company apart from others in the industry?

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

UltraSite equipment provides older adults the opportunity to absorb valuable vitamin D, socialize, and be empowered and healthy for life





Company
UltraSite

Address
1675 Locust Street

City
Red Bud

State/province
Illinois

Zip/postal code
62278

Country
United States

Toll-free
800-458-5872

Tel
618-282-8200

Fax
618-282-8202

Email
info@actionfitoutdoors.com

Website
<http://www.actionfitoutdoors.com>,
<http://www.ultra-site.com>

Years in business
17 years

National Sales Manager
Stephanie Devine

Discounts & terms
Contact us or visit our website for more information.

Warranty

Limited 10-year warranty on steel posts, stainless steel posts, welds, bars and metal accessories excluding cycle parts. Limited 5-year warranty on stainless damper module and aluminum cycle cover; limited 2-year warranty on bearings, damper, plastics, rubber parts, and some cycle parts including the pedal and shaft, and a limited 1-year warranty on the rib belt of the cycle.

Product line or service

Active Adult Fitness, a specialized line within UltraSite's ActionFit outdoor fitness products, approaches fitness from the perspective of those who wish to maintain their everyday activities and enjoy the outdoors at the same time.

Features

Equipment features handholds, seating and stepping surfaces that add stability for reduced falls risk, as well as resistance mechanisms to accommodate users of all abilities. Choose from 13 different products focused on balance, flexibility, core, and muscle strength.

Ongoing marketing & educational support

Contact us today to speak with a specialist who can guide you in selecting the perfect equipment for your space. Visit our website for more information.

What inspired your company to produce these products or services?

With over 15 years in the Playground and Site Furnishings industry, we expanded naturally into Outdoor Fitness Equipment. We found a gap in products for active-aging adults and created a line to help them maintain daily activities.

What sets your company apart from others in the industry?

Our products are based on research and offer low-maintenance design options, state-of-the-art resistance mechanisms, superior performance/durability, instructional signage, and the National Demonstration Site award program.

Active aging is a wo

A close-up photograph of a person's hand resting on the metal handle of a golf cart. The background is a bright blue sky with wispy white clouds. The image is partially cut off on the right side.

International Council on Active Aging®

603-1112 West Pender Street

Vancouver, BC, V6E 2S1 Canada

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

www.icaa.cc

Worldwide movement



With the collective power of 10,000 members in 37 countries—professionals, organizations and subject matter experts—the International Council on Active Aging® has improved the lives of millions of people worldwide. ICAA's actions have also opened a market of vast opportunity for individuals and businesses.

Are you interested in adding your strength to the association that is “Changing the Way We Age®” and taking advantage of these opportunities?

The timing has never been better to make a difference. And the first step has never been easier. ***Join us.***

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

MEET iBALANCE

evaluate | strengthen | enhance

BECAUSE **STRONG** IS AGELESS

HUR builds strong bodies and even stronger rehabilitation centers and senior living communities. Put the competitive advantage of HUR's balance and strength-training solutions to work for you.

THE **PERFECT** BALANCE

between **Assessment**, **Training** and **Results**

Assess balance, identify fall risk and implement evidence-based strength training and fall prevention programs with HUR iBalance and pneumatic strength-training equipment.



HUR

The **NEW AGE** of **STRENGTH**

(877) 729-2636 | HURUSA.com