

# BRIDGE TO BETTER LIVING

SPRING/SUMMER NEWSLETTER 2019

## MEET THE EAST NEBRASKA STAFF

*YOU matter. YOU are our passion.*



**Mary Ann Stallings**  
Owner/Founder

**Kristine Dykeman-  
Schoening**  
Director of Franchise  
Development



**Robbie Nathan**  
Director of Training &  
Staff Development

**Jolee Urbanovsky**  
Transition Consultant



**Margaret  
Burnham, RN**  
Transition Consultant

**Mary Grosserode**  
Transition Consultant



BRIDGE  
to  
BETTER LIVING  
*Placement with Passion®*

## MEET BRIDGE TO BETTER LIVING

Bridge to Better Living was founded in 2010 by Mary Ann Stallings in Lincoln, Nebraska. Mary Ann's passion for the elderly began when her grandparents were in nursing homes. Years later Mary Ann and her husband were challenged with finding the right retirement community for several family members and close friends.

Mary Ann saw firsthand the difficult process of finding the proper placement. Bridge to Better Living was born from the frustrating and complex searches Mary Ann experienced. Her early passion and dedication of doing what is right continues to be the foundation of Bridge to Better Living. *Placement with Passion*, our motto, is the driving force for helping Seniors find and transition to a Retirement Community best suited socially,

physically, medically and financially for them.

Over the past nine years a business of one has grown to a staff of six consultants in the Lincoln and Omaha metropolitan areas. Bridge to Better Living has a fleet of four company cars and due to overwhelming success began offering franchises in 2019.

### NEW!!!

Meet the bi-annual newsletter from Bridge to Better Living. We haven't selected a name yet and most likely never will. We feel it is important to stay in touch with you.

Bridge to Better Living wants you to know we are thinking of you throughout your journey, even if you have already successfully transitioned to a new home with us.

# RECENT ACCOMPLISHMENTS

## APRIL 19, 2019

Mary Ann Stallings and Kristine Dykeman-Schoening presented at the Bryan 2019 Geriatric Conference at the Gregorious Conference Center located on Bryan West's Campus. The audience was comprised of over 100 clinical psychologists, Social Workers, case managers, therapists and nurses from Nebraska. Bridge to Better Living addressed the challenges of aging, shared statistical information on geriatric healthcare changes, spoke about indicators of activity of daily living declines and how ***planning is the best approach to enjoying quality of life.*** Financial costs were addressed when defining each type of community. This information is valued by professionals working with Seniors and seeking resources.

## APRIL 19, 2019

Transition Consultants Jolee Urbanovsky, Margaret Burnham and Mary Grosserode participated in the Alzheimer's Association Dementia Care Conference in Omaha, Nebraska. Conference focus was the caregiving experience when

helping those with Alzheimer's or Dementia. Participants were able to listen to speakers on topics of Dementia and caregiving. Jolee Urbanovsky is an active member of the Nebraska Caregivers Coalition. All consultants are active in the Alzheimer's Association.

## MARCH, APRIL, & THE FUTURE

Bridge to Better Living has developed a project "giving back" to the Seniors and communities they serve. We are hosting ***"Painting with Passion"*** parties with local Memory Assisted Living Communities. Painting with Passion, an amazing opportunity, allows Consultants to spend time with their favorite group of people...Seniors! Supplies are provided by Bridge to Better Living and attentive time is spent painting with residents. Transition



## Alzheimer's Facts

- More than **16 million** family members and friends give more than **18 ½ Billion** hours of unpaid care to Alzheimer's patients annually.
- Every **65 seconds** someone in the United States develops the disease.
- By 2025 the number of people age 65 and older with Alzheimer's will climb another 40% to more than **7 million** nationwide.

Consultants enjoy the art sessions, sharing stories and watching everyone's personality surface with a paint brush, palette and canvas. The incredible artwork is kept by the artist for their apartment or to share with a loved one.

## CONGRATULATIONS

**Margaret Burnham RN BS and Transition Consultant**, recently received her certification in Gerontology. Margaret shares her passion for Seniors and is often seen in the Lincoln community doing what she loves...being with Seniors!

## Testimonial

*"When my husband was diagnosed with Dementia several years ago, I believed I would be able to take care of him... After a few years, I realized that was not possible and he needed more care than I was able to provide. I turned to Bridge to Better Living / Jolee for guidance. Jolee helped us through every step of the way. She listened to what we had to say, offered suggestions, (but always taking our thoughts into consideration) and helped us come up with a plan. Jolee is so dedicated to her profession and helping people find the path right for them... we have come to think of her as part of our family."*

*-Pat, spouse of client*



# TEMPORARY PLACEMENT

This summer there will be graduations, weddings, family reunions and vacations. Caregivers find these breaks in their daily routines inviting but are challenged with the reality of taking time off from their responsibilities. It takes a special person to be a caregiver, and Bridge to Better Living understands. We also know how important it is to take time for yourself. Have you thought of using respite as a solution? Respite care provides

temporary relief for a primary caregiver, enabling a much-needed break from the demands of caregiving. Many of the communities we work with offer respite care for short or long lengths of stay. Many who are transitioning from one level of care to another will use respite to "fill the gap" while waiting for an open apartment in their chosen community. Bridge to Better Living has also worked with clients who become permanent residents after a stay in a community respite care.

Make plans for special events. Call Bridge to Better Living and have them help you find appropriate respite care. We want everyone to have a wonderful quality of life.



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## PROTECT YOURSELF

Bridge to Better Living recognizes the "busy" in the lives of Seniors and their loved ones. We worry about our clients and consider them family. Here are a few tips on ways to prevent scammers from succeeding in upsetting your life.

1. Shred your bills and financial statements to stop scammers from getting information from trash.
2. Think before filling out forms for sweepstakes. How is the information you are giving going to be used?
3. Don't answer the phone if you don't recognize the name or number.
4. When answering a robocall, just hang up. It is not necessary to respond. Even responding with a "yes" presents an opportunity to have your answer recorded and used the wrong way.
5. Remember...the IRS, Medicare and Social Security offices NEVER call you. YOU call them!
6. Place yourself on the National Do Not Call Registry. 888.382.1222

7. Be careful what you share. Your phone number, address, financial accounts, Social Security and Medicare numbers are yours, not everyone's.
8. Don't reveal your location on social media. When not at home, cancel your newspaper and put your mail on hold.
9. Don't fall prey to fear-based scams. Avoid responding to pitches regarding help in recovering lost money. Call your State Attorney's office if these calls persist.
10. Never open email from someone you don't know.

### COMMON PHONE SCAMS:

1. Health Insurance Plans... offered after the Medicare enrollment period and seeking to get your Social Security Card number.
2. Jury Duty...If you are over 65 in most states, you may be able to be excused from jury duty.
3. Medical Devices... did you really request a new knee brace or other medical equipment. Purchase through a reputable business?
4. Grandchild in jail in a foreign country... hang up and call his/her parents. Chances are the grandchild is at the movies with friends.

**PHONE TIP:** Most calls from scammers are made after 5 p.m.



# FRANCHISE OPPORTUNITY

Bridge to Better Living is excited to now be offering franchise opportunities. Bridge to Better Living provides free individualized assistance and guidance to Seniors and families who are looking for successful placement in Independent, Assisted, Memory Assisted and Long-Term Care. Relationships with national and local Retirement Communities allow Bridge to Better Living to provide this service at no cost to clients.

Consultants use their knowledge of Senior Retirement communities with an established database. This enables Seniors and families to find a placement solution meeting their criteria and needs. Communities appreciate Bridge to Better Living being

an integral part of their sales and marketing team.

A Bridge to Better Living Franchise is an excellent opportunity to serve the quickly growing demand of an aging population. Every day in the United States 10,000 people turn 65 and by 2030 20% of the population will be 65 years or older. Bridge to Better Living has developed an outstanding brand and operational system as a business model to meet the growing demand of Seniors.

***Contact us if you have the motivation and compassion to work alongside Seniors and their families knowing Bridge to Better Living's core value is Placement with Passion.®***



For more information contact

**866.753.9783**

[BBLFranchise@BridgetoBetterLiving.com](mailto:BBLFranchise@BridgetoBetterLiving.com)

or visit

[BridgetoBetterLiving.com/franchises/](http://BridgetoBetterLiving.com/franchises/)

## DATES TO REMEMBER

### MAY:

**27th** Memorial Day

### JUNE:

**7th** National Donut Day

**16th** Father's Day

**21st** Summer Solstice

### JULY:

**4th** Independence Day

**15th** National Give  
Something Away Day

**30st** International Day  
of Friendship

### AUGUST:

**4th** National Sister's Day

**15th** National Relaxation Day

**21st** National Senior  
Citizen's Day



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