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Living Well of San Francisco and the Greater Bay Area Begins Operations, Offers New Paradigm in ElderCare

Living Well Assisted Living at Home, a Sausalito-based startup, has completed its beta testing and is now in full operation, providing personalized in-home services for seniors.

Living Well was founded by two Ph.D.s: President Doris Bersing and CEO Tessa ten Tusscher. They have designed a new paradigm of care that combines smart technology and individualized services to enable the elderly to age gracefully and comfortably at home, while offering peace of mind to their loved ones.

Living Well uses leading-edge technologies to evaluate members' health and mental status, communicate medical and other information to physicians and relatives, provide cognitive vitality programming, and monitor personal safety. When needed, staff will even evaluate the layout of the home and undertake modifications to ensure mobility, access, and security.

The company's six-month beta period, from January to June 2010, involved training staff, testing technology, solidifying relationships with partners, and launching sales and marketing efforts. In July and August, Living Well rolled out its full skein of services, including 24/7 medical care, concierge services, wellness programs, personal-care assistance, home care, and home-safety monitoring and modification. Living Well has already secured clients throughout the greater Bay Area.

Living Well's President, Dr. Doris Bersing states: "The Future of Aging is at Home: For the last 50 years it has been common for elders to spend their last days in nursing homes, surrounded by strangers. Choosing to remain at home will become an option for many elders as Living Well moves forward to achieve its mission of offering comprehensive and personalized services in one-stop-shop to empower elders to live safely in their own homes while providing peace of mind for their families and friends."

For further information about Living Well Assisted Living at Home, please visit
www.livingwellalah.com or call 1-800-805-7104