

## **BETHANY LIFE COMMUNITIES—COMMUNITY LIAISON**

We called Diana Nelson-Moroz, RN and Community Liaison Representative for Bethany Life Communities, to see if we could stop by her office to learn more about her work. She laughed and replied that her car was her office. However, she was in the vicinity and offered to stop in and tell us about her Community Liaison responsibilities. After a few minutes with this energetic lady, it was clear that a vehicle, cell phone and laptop computer make a perfect office for her on-the-go style.

When we asked about her job, she quickly and earnestly replied, “I’m an educator. I try to help people understand the different options available before they have a specific need in care.” She seeks out speaking opportunities with service clubs, church groups and other organizations with an interest in elder care. Her territory is roughly a circle with about a sixty-mile radius around Story City.

Diana explains that her target audience is, not only the older population, but especially, adult children or “sandwich people” who still have children at home, along with living parents requiring time and attention also. Most of her educational efforts are focused on convincing people of their need to pre-plan. She emphasizes that adult children need to discuss the various living options with parents so there is mutual understanding of their preferences. These planning efforts before there is a crisis lead to peace of mind for all concerned.

This approach was probably validated by Diana’s personal experience in helping her mother find appropriate care. This was a successful and rewarding process centered on exploring options with her mother and letting her make decisions. “Too often people feel like they are being pushed,” Diana says, “I emphasize ‘self’ control and decision making for all elders who are capable, as long as their safety isn’t compromised.”

Ms. Nelson-Moroz has a rich and varied range of experiences that enhances her daily educational efforts. She worked for 18 years as an RN, first in a hospital operating room and then specializing in ENT (ear, nose and throat) surgical nursing. She also has experience in sales and marketing, home care, arranging temporary nursing staffing and, along with her husband, managing several assisted living communities in Arizona. Currently, she spends about half her time marketing, with the other half doing “hands on” nursing as well as assisting on the assessments and admissions team at BLC.

Diana would be a tremendous resource as a speaker for your club or organization. She is deeply committed to helping families. She has a message that almost everyone could use at some time as they try to evaluate and select the most appropriate living arrangements for family members. You can reach Diana at 515-460-5449.

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