

For Immediate Release
March 2, 2005

Bethany Life Communities' Foundation announces the kickoff of the "***Enhancing the Quality of Nursing Care Through Technology***" Capital Campaign.

Bethany Life Communities announced today that they hope to raise \$50,000 for the purchase and implementation of a supportive care assessment and documentation software tool that will support their medical staff in assuring excellence in nursing care. Betsy Warburton, President and CEO of Bethany Life Communities stated, "It is critical that our organization be able to upgrade our technology systems in responding to the demands and needs of our customers and our regulators. This new infrastructure for assessing care needs and assuring strong documentation of our care will position Bethany Life Communities in the forefront of the long term care profession in central Iowa."



Photo by Pete Tekkippe

The Bethany Life Foundation is asking the business community from throughout central Iowa to consider support of the "***Enhancing the Quality of Nursing Care Through Technology***" Campaign. Larry Elphic, Bethany Life's Foundation Director stated that, "We are confident that the business community understands the need for technology in assuring high quality services and products. We believe that those businesses and industries in central Iowa who are committed to strong quality assurance practices will support this Campaign."

Businesses are being asked to consider a gift to the Foundation through five gifting levels. Bill Marion of Friedrich Realty of Ames is the Foundation President and the Campaign Chair. Mr. Marion stated, "I am convinced that this Campaign will result in bringing Bethany Life Communities to a new level of health care for the aging population. We all need to support this effort to assure that our friends, our family members and someday maybe ourselves receive the excellent care we will need".

An appeal is being sent to many area businesses. Businesses will be recognized in various ways and all those involved will be invited to a Campaign Celebration at the closing of the Campaign. The Campaign will run from March 15 through May 30, 2005.

Bethany Life Communities, located in Story City, Iowa is a non-profit, faith based organization that depends on the generosity of its constituency in meeting its mission **to help elders thrive in their life journey, living in a Christian environment of hope and compassion.** The organization operates with an approximate budget of \$9.8 million dollars and employs approximately 250 staff.

For more information regarding the “**Enhancing the Quality of Nursing Care Through Technology**” please call the Foundation Office at 515-733-4325. Learn more about Bethany Life Communities’ mission by visiting the website: www.bethanylife.org.