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Bethany Life

Newsletter

LifeChoices® at Bethany: From Vision to Reality

Starting a new initiative is exciting and brings energy to any organization. Two years ago Bethany Life created LifeChoices® at Bethany. Our research and development team did an outstanding job as we sought out new solutions to help aging people stay at home for as long as possible. With our changing demographics and market demands, and the increasingly higher cost of aging services, we needed to have the vision to respond in a socially and fiscally responsible manner. LifeChoices® at Bethany became a reality and the response in central Iowa has been remarkable.

LifeChoices® at Bethany is the first and only Continuing Care at Home program in the state of Iowa. It's a membership program that offers individuals a bundling of aging services from wellness

and environmental services to nursing home care; knowing upfront what their financial exposure will be over their lifetime. The number one objective is simple...to keep individuals in their home as long as possible. Through wellness we maintain independence which leads to protecting ones assets. It's a simple concept that is long overdue.

Although LifeChoices® at Bethany is in its relatively early developmental phase, the program has quickly become financially viable through better than expected membership numbers. We believe the reason for this is that nowhere will you find a more highly satisfied customer base than the members of LifeChoices® at Bethany.

Bethany Life is an organization that feels strongly about innovation. Our vision of the future depends on creative

minds and the ability to make this vision a reality.

LifeChoices® at Bethany is changing the face of aging services in central Iowa...

and it has been our privilege to be a part of it.



Gratefully yours,

Betsy Warburton

Betsy Warburton, President and CEO

LifeChoices® at Bethany

Our Mission

Bethany Life's mission is to help elders thrive in their life journey, living in a Christian environment of hope and compassion.

Our Vision

Bethany Life will become a regionally recognized resource for comprehensive and innovative aging services.

Our Values

Benevolence, Stewardship, Personal Growth, Innovation, Teamwork, & Relationships.



Bethany Life
Helping older adults thrive

Spring 2015

LifeChoices® at Bethany *An Overview*

What is LifeChoices® at Bethany?

LifeChoices® at Bethany is a life care at home model of care - the first and only of its kind in Iowa. It is a membership model. Our members pay an entry fee and a monthly membership fee and receive care for life. Unlike other life care models, our primary goal is to keep you well and in your own home as long as possible.

Membership Benefits include:

- Advocate available 24/7/365
- Wellness education and coaching
- 100% nursing home and assisted living care if needed
- Environmental services
- In home services



Fun Fact

100% of our members say they would recommend the program to family and friends

From Sarah Hoffman LifeChoices® at Bethany Advocate

I started at Bethany Life almost two years ago. This position felt right for me from the beginning. In my initial interview, I loved meeting the staff, meeting the residents, and also learning about this new program being launched called LifeChoices® at Bethany. I remember being told it was the first program of its kind in the state and that my role would be an Advocate and Life Coach. Those words can mean many things but I knew that I wanted to work hard to help others thrive and this was my chance.

When we got our first members, I remember being thrilled that these individuals had taken on the initiative. I met them and instantly knew that as their Advocate I wanted to do everything that I could to make sure they thrived in their home,

in life, and were happy and healthy.

I have developed relationships with each member. I want them to all know that I want nothing but the best for them and want to help in any way that I can. I am determined to be there for them and for members to come. We are all growing with this program, and have learned a lot. There have been ups there have been downs as there always are in life. We can't prepare for everything that we may encounter, but we grow with every experience and learn how to develop into something better than before. LifeChoices® at Bethany has a great team behind it, and I am glad that I get to work with such dedicated individuals who are driven to help others just as much as I am.

"I want them to all know that I want nothing but the best for them and want to help in any way that I can."



LifeChoices® at Bethany

Wellness • Independence • Asset Protection

Learn more at www.bethanylife.org/lifechoices

LifeChoices® at Bethany: Social Events

Social wellness is an important piece of the LifeChoices® at Bethany program. Each month our members enjoy a fun outing. Events in 2014 included an ICubs game from the skybox, an ISU tailgate, a Boone train tour, a healthy cooking class, and a Christmas Luncheon.

ICubs Game
from the Skybox
Aug. 2014



Aboard the Bus ... On our way!



ISU Football & Basketball
Games - 2014



Christmas Luncheon - 2014 Aunt Maude's



"The LifeChoices® at Bethany program recently started by Bethany Life two years ago interested us because of its focus on in-home care, which enables us to stay in our home longer and includes assisted, skilled and nursing home care if and when needed. The staff is friendly, professional and concerned about our health needs. The program also assures us of protecting our assets. We believe that this was the best choice for us."

-Tom and Stevie Walsh

Boone Train Tour - Oct. 2014



Fun Fact

When surveyed, **every** respondent rated satisfaction with their Advocate 5 out of 5



LifeChoices® at Bethany Peace of Mind

LifeChoices® at Bethany has given us Peace of Mind because:

- We no longer have to worry what will happen to us if one of us develops health problems. We know that the caring people from LifeChoices® at Bethany will be there to take care of us.
- We like the fact that when the time comes, we can go to the nursing home of our choice. We'll be happy to pay any additional costs that are over and above what Bethany Manor charges.
- If we decided to move out of Ames or to another state, we like that LifeChoices® at Bethany will still pay our nursing home costs providing we continue to pay the monthly fee.
- We like it that for our monthly fee we have two hours per person of maintenance services such as plumbing, electrical work, painting, landscaping, or anything we need. We treasure this because we're trying to stay off ladders and are letting someone else do some tasks.
- We like the monthly social events that allow us to socialize with other members and potential members.
- And, of course, the best part is that LifeChoices® at Bethany will take care of us in our home as long as possible.

LifeChoices® at Bethany is one of the best decisions we've made for our future. We are still healthy but things can happen in an instant, and we have great Peace of Mind that our future is in good hands.

- Dianne and Fred Borgen

Fun Fact

When surveyed, **every** respondent
rated services received 5 out of 5



LifeChoices® at Bethany Solving the Dilemmas of Aging

Those of us around 60 and older begin to think seriously about what the rest of our lives will be like. We learn about Medicare and make decisions about Social Security. We often get our second wind and begin to take our wellness seriously. We consider moving someplace warm or downsizing or fixing up our home to stay close to our friends. Most of us want the latter. We wonder how much we will see our children and grandchildren. They often live so far away. We are thoughtful about who will be there for us. We wonder if our money will last a lifetime. We think about the cost of everything. The dilemmas of aging can consume our lives. We want to get our ducks in a row. LifeChoices® at Bethany can help.

LifeChoices® at Bethany members have worked hard in their planning. These are individuals and couples who have not gotten to where they are in life by making bad decisions. They are an impressive group. Ranging in age from 67 to 89, our members are committed to their wellness, independence, and remaining in their home for as long as possible. They are also educated about the financial risks they face as they age. LifeChoices® at Bethany gives them peace of mind.



The LifeChoices® at Bethany team

LifeChoices® at Bethany is not just about planning for today. It's about planning for a lifetime. While the dilemmas of aging may seem overwhelming, there are solutions. LifeChoices® at Bethany is the solution that not only gives our members peace of mind and security for the future, but ensures that they enjoy the journey. Our customer service is first class. We are very proud of the LifeChoices® team and the other 250 Bethany Life employees who are at the ready to serve when the need arises.

Larry Elphic

Larry Elphic, Executive Director
LifeChoices® at Bethany

LifeChoices® at Bethany

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www.bethanylife.org

If you do not want to receive future publications or fundraising requests supporting Bethany Life, you may call 515-733-3040 and request to be removed from our mailing list. Thank you.

LifeChoices® at Bethany

Life Care at Home

“Since we joined the LifeChoices® at Bethany program, the support staff has been outstanding in helping us to adapt to our new home. This has included moving boxes, assembling storage units, cleaning windows and numerous other tasks that have helped to make our life much easier.”

- Arch & Margie Oldehoeft

Wellness • Independence • Asset Protection

Learn more at www.bethanylife.org/lifechoices



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