



For Release: October 8, 2008

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Senior Housing Collaboration by CARF International and SNAPforSeniors To Help Consumers Find Quality-focused Communities

International accreditor and online navigation tool team to raise awareness of senior housing resource and provider accreditation

(WASHINGTON) October 8, 2008 – CARF International and SNAPforSeniors® are collaborating to increase the value that each organization offers to consumers and professionals who are searching for quality senior housing options.

CARF, through its wholly-owned Continuing Care Accreditation Commission (CCAC), is the country's only accreditor of continuing care retirement communities and aging services networks. SNAPforSeniors powers the Senior Housing Locator, a search tool at www.snapforseniors.com for quickly and easily finding appropriate senior housing nationwide.

The Senior Housing Locator is accessible to consumers and senior care professionals free of charge through more than 50 co-branded websites operated by its Alliance Network. The search tool is also available online through several publishing outlets, including a link on The New York Times's blog, The New Old Age, by Jane Gross, at NYTimes.com/health.

Listings of CARF-accredited assisted living, nursing home, and continuing care retirement communities can display the CARF accreditation seal in the search results. The Senior Housing Locator also offers education to users about quality through independent, third-party CARF accreditation.

Senior housing communities are encouraged, free of charge, to submit a detailed facility profile for posting on the Senior Housing Locator, including their accreditation status. CARF-accredited communities are also eligible for preferential pricing on listing upgrades to increase awareness of their services and facilities.

"This agreement gives CARF-accredited senior housing providers a way to publicize their commitment to excellence and quality improvement," said Brian J. Boon, Ph.D., president and CEO of CARF. "Through the heavily trafficked SNAPforSeniors database, we can provide a quality solution to consumers, their loved ones and senior care professionals in their search for senior housing."

Senior Housing Locator users may search a database of more than 60,000 senior housing communities in the United States by categories such as geographic location, facility name or license type. Advanced search options allow users to screen by care needs, payment options and lifestyle amenities. Many listings include photo galleries, virtual tours and information about current availability.

Although a password is not required to search, Senior Housing Locator users can log in to save their searches and receive communications about senior housing, related services and special offers.

“Consumers are looking for communities for their loved ones based on location, care capabilities and lifestyle criteria. Once they narrow their search, they want to know which communities have demonstrated quality,” said Eve Stern, president of SNAPforSeniors. “The ability to see which communities are CARF-accredited and our efforts to educate consumers and professionals about what CARF means will help provide consumers with needed answers.”

The need for appropriate housing for seniors is growing, according to the National Alliance for Caregiving and AARP. The U.S. Census Bureau projects the number of Americans 65 and older will top 40 million by 2010. Some 34 million people care for an older loved one, friend or neighbor.

About CARF International

Founded in 1966 as the Commission on Accreditation of Rehabilitation Facilities, CARF International is an independent, non-profit, organization that accredits in the areas of Aging Services, Behavioral Health, Child and Youth Services, Durable Medical Equipment, Employment and Community Services, Medical Rehabilitation and Opioid Treatment Programs. Within Aging Services, CARF has established quality standards for adult day services, assisted living, continuing care retirement communities, nursing homes and aging services networks. The CARF family of organizations currently accredits more than 42,000 programs in the United States, Canada, Western Europe, South America and South Pacific. More than 6.5 million persons of all ages are served annually by CARF-accredited programs. For more information, visit www.carf.org/aging or call toll free (866) 888-1122.

About SNAPforSeniors®

SNAPforSeniors®, Inc. is a Seattle-based information company and developer of the most current and comprehensive web-based senior housing resource and listing service in the United States. This resource puts objective information about the nation’s 60,000+ licensed senior housing facilities at the fingertips of consumers and their advocates. SNAPforSeniors combines advanced search tools with detailed information to connect seniors with the right housing options the first time. Through the Alliance Network Program, SNAPforSeniors licenses and private-labels its database and search tools to the websites of leading trusted sources, including the Alzheimer's Association and the Case Management Society of America. For more information, e-mail info@snapforseniors.com or call (206) 575-0728.

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