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National Association of Professional Geriatric Care Managers taps into SNAPforSeniors nationwide online senior housing resource

NAPGCM Senior Housing Locator, powered by SNAPforSeniors, will assist members in national search for housing providers and support long-distance caregivers

(TUCSON, Ariz.) June 23, 2009 – Professional geriatric care managers have a new resource as they search for appropriate senior housing nationwide for their clients. The National Association of Professional Geriatric Care Managers (NAPGCM) and SNAPforSeniors® today announced the launch of the NAPGCM Senior Housing Locator, powered by SNAPforSeniors, an online navigational tool with listings for licensed senior housing communities and home healthcare across the country.

Professional Geriatric Care Managers (PGCMs) are health and human services specialists who help families care for older relatives, while encouraging as much independence as possible. The PGCM assists families by acting as guide and advocate while helping to navigate the many aspects of care for older adults, from assessment of an aging parent's needs to addressing the changing life needs of a family affected by chronic illnesses such as Alzheimer's disease or other types of dementia.

PGCMs can now access the NAPGCM Senior Housing Locator through the member section of the organization's Web site, www.caremanager.org. The Web-based tool allows members to search a database of more than 60,000 senior housing listings by city, state or ZIP code. The Senior Housing Locator includes photo galleries for many facilities, the capability to map facility locations, quality measures on home healthcare listings and direct links to nursing home Five Star Quality Ratings on medicare.gov.

"Professional geriatric care managers are experts with extensive knowledge of local resources," said Kaaren Boothroyd, executive director of NAPGCM. "The Senior Housing Locator is a tool to help them extend that expertise so they can find care resources and facilities quickly and easily in communities across the nation."

An estimated 46 million Americans provide care to an elderly relative or friend, and about 15 percent of those provide care from a distance. "The NAPGCM Senior Housing Locator provides a range of in-depth information on senior housing across the country – all in one place – saving time for our members as they analyze the level of care, lifestyle fit, policies, payment sources and costs most suitable for a client. Passing on this type of detailed information is valuable for long-distance caregivers to get what they need to make an informed choice about housing options," said Phyllis Menseh Brostoff, CISW, CMC, president of NAPGCM.

"We are honored to pass the rigorous evaluation tool review by NAPGCM to make SNAPforSeniors available to their members. SNAP's dedication to data excellence aligns perfectly with the quality standards of excellence set and promoted by NAPGCM and their members providing consumers the assurances they need and want during challenging emotional times," reports Eve Stern, Co-CEO of SNAPforSeniors.

About NAPGCM

NAPGCM was formed in 1985 to advance dignified care for older adults and their families in the United States. The association currently boasts a membership of more than 2,000 care managers. Professional Geriatric Care Managers (PGCMs) are professionals who have extensive training and experience working with older people, people with disabilities and families who need assistance with caregiving issues. They assist families in the search for a suitable nursing home placement or extended care if the need occurs. The practice of geriatric care management and the role of care providers have captured a national spotlight, as generations of Baby Boomers age in the United States and abroad. For more information please visit www.caremanager.org or call 520.881.8008.

About SNAPforSeniors

SNAPforSeniors®, Inc. is a Seattle-based information company and developer of the most current and comprehensive Web-based senior housing resource and home healthcare 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 1-206-575-0728.