



**Announcing an exciting new program that will brand your community and set it apart from the competition!**

The CALM program incorporates aromatherapy massage and sensory stimulation to revolutionize care for IL, AL and dementia residents.

The CALM Program of aromatherapy, massage and sensory stimulation can

- Assist residents in recalling fading memories and improve current life skills
- Improve quality of life for residents
- Improve working conditions for your staff
- Provide your community with a Unique Selling Premise (USP) to give you a clear advantage in a competitive field.

**This spa-like experience** can

improve life for residents, assure families that their loved ones are living the most fulfilling life possible and position your community as unique in a crowded field. The CALM program is the branding tool you've been looking for.



# The CALM Program Package



## What can the CALM Program do for your community?

The CALM Program of a modified "spa experience" and structured sensory stimulation exercises for older residents in a congregate setting improves quality of life for the participants and the general tenor of the community, and thus the productivity of your staff.

### You can expect:

- Easier movement in residents after massage sessions
- Ambulatory and balance abilities may become more stable.
- Residents in general are more engaged, less lethargic, meaning medication may be reduced.
- Meal times and group activities are more interactive and fulfilling.
- Unit as a whole is CALMER and more tranquil
- Family members are happy to see their loved ones are CALMER and more fulfilled.
- Occupancy rates in our test units rose from 62% to 86% in the five months after beginning the program.

## CALM training options

Trace Training Solutions, a division of Trace Marketing Inc, offers three packages that range from purchase of the manual only to full setup, which entails our staff ordering the equipment and supplies, setting up the aromatherapy massage room, training caretaking staff in both sections of the program and working with the marketing staff on how to promote the program to current and potential residents and families.

The complete, turnkey package includes training, a comprehensive manual that outlines all the components for setting up the program in your community, starter supplies and marketing materials.



- Description of massage room size and decoration
- List of all furnishings and equipment
- Suggestions on where to purchase supplies and equipment, with estimated costs
- Recipes for essential oil mixes, specific massages and conditions and community ambiance
- Detailed instructions on how to conduct a scalp, hand and foot massage
- Detailed sensory stimulation exercises, including supplies, suggested questions to prompt recall and objectives and desired outcomes
- Review questions to monitor knowledge and understanding
- Handouts
- A complete advertising campaign to promote this service to resident families, including press-ready artwork and copy for Trifold leave-behind brochure (#10 envelope size)
- Retail/print ad in two sizes, color and black and white
- Sample press release to use for promoting a feature story on your program

The CALM Program, CALM manual and its contents are the exclusive property of Trace Marketing Inc. All rights reserved. Reproduction in any form, in whole or in part, is prohibited. © 2007



MATURE MARKET SPECIALISTS

To schedule a session for your group, please call 941/927-2202 or e-mail Tracy Lux at [tracylux@tracemarketing.com](mailto:tracylux@tracemarketing.com) today!

3243 Espanola Drive • Sarasota, FL 34229