

PALATIUM CARE

BRIDGING TECHNOLOGY WITH SENIOR CARE

AFFORDABLE. EASY. RELIABLE.

NEWSLETTER VOLUME I ISSUE I

The PalatiumCare Difference

We strive to develop a superior Wireless Nurse Call System for our users through state-of-the-art technology, innovation, leadership and partnerships.

At PalatiumCare, our focus is always on those we serve. Our truly wireless nurse call system was designed after years of working face-to-face with administrators, care givers and residents, so the experience of using PalatiumCare is everything you want it to be and nothing you don't. We strive to remain affordable, easy and reliable. These aren't just words, but values upon which we base our reputation.

Affordable. PalatiumCare connects to your existing local network, so you don't have to purchase any new computers. Whether you want to access the system from one computer or 100 computers, there is no additional cost or licensing fees. Installing the wireless devices and system components takes a fraction of the time of hard-wired systems, saving time and money.

Easy. PalatiumCare is easy to use, easy to install, and easy to maintain. Innovative, accessible reporting makes it easy to know what it going on at your community any time from any computer on your network. Our user interface takes you step by step through all functions, from checking in a new resident to printing maintenance reports and analyzing care giver response times.

Reliable. PalatiumCare uses proven and tested Inovonics® technology. Battery back-up ensures that your PalatiumCare system keeps working even in an emergency. Dependable 24/7 monitoring will let you know right away if your system needs attention.

The benefits don't stop there. PalatiumCare is also proud of our three E's: Expandable, Escalation & Employees.

Expandable. Want to add new devices to your existing PalatiumCare system? No problem. New devices are easily installed and work from the moment they are learned into the system. Care givers can now closely monitor individu-


Continued on page 2

All the Bells and Whistles

It's unclear where the common phrase "all the bells and whistles" originated. The phrase's earliest uses seem to be in mid-century America in newspaper ads that refer to kitchens and cars with all the bells and whistles. Some speculate that it has roots in the American locomotive industry, as bells and whistles were exactly what were used to notify folks that a train was pulling into town. Others say it's more likely that silent-film organists, with their host of sound effects bells and bird whistles, are responsible.

As we understand it now, anything offering "all the bells and whistles" will have a lot of features and functions that are useful, but may not enhance the actual purpose of the device you're purchasing. If you've ever bought a computer from a store, you know the pressure to get the sharpest screen resolution, the fastest processor and the most memory is alluring. The salesperson will insist it is necessary. But if you intend to use the new computer for word processing and occasionally browsing the internet, all the bells and whistles will go to waste. As the consumer, the trick is to find the machine that will function as you intend to use it and leave behind all the extras that add to the cost but not the value.

Continued on page 2



find out more at
www.PalatiumCare.com
or call 888.725.2848

al residents that require special attention, while allowing other residents the independence they desire.

Escalation. Every senior living community runs differently. At PalatiumCare, we don't tell you how to use our system. *You* tell us how *you* want to use our system. You can customize the order in which care givers are notified of alerts, set up separate notifications for different wings or buildings, and even receive notifications by email or text message if care givers haven't responded to a call in a pre-determined amount of time.

Employees. We take great pride in providing a service to our senior residents and the men and women who care for them. Every employee at PalatiumCare is knowledgeable and eager to help. If you'd like to learn more about PalatiumCare, a member of our dedicated sales team will visit you in your office and give a live demonstration of a working call system. If you're having a problem with your PalatiumCare system, troubleshooting is built right into the system and tech support is available at any time.

These are just a few of the reasons that PalatiumCare stands out in a sea of nurse call options. For more information, contact a PalatiumCare representative at 888-725-2848.

PALATIUMCARE SALES TEAM

STEVE REDEKER, VP Sales
sredeker@palatiumcare.com

SHERI GRIESBACH, Channel Manager
sgriesbach@palatiumcare.com

KIRT GRAVES, Sales Rep
kgraves@palatiumcare.com

The same is true if you're looking for a nurse call system.

I recently attended a trade show that got me thinking about bells and whistles. I was positioned across the aisle from another company which provided a very different nurse call system. While PalatiumCare focuses on creating a more home-like atmosphere, this nurse call system was clearly intended for a hospital setting. The display included several call lights that stayed flashing all day long. There were also shrill audible alerts that would go off from time to time, and the folks behind the display would quickly jump to silence the alert.

Now there are certainly settings in which a system like that would be appropriate. But when I think of the bells and whistles that will serve a senior living community, I think of proactive reporting, easy-to-use sys-

tem interface, the ability to customize how you want your system to notify care givers, and the peace of mind that comes with a reliable server. All of these features don't just make PalatiumCare appear more desirable, they enhance the user experience and empower the staff to provide the highest quality care.

If you're looking for a new nurse call system for your senior living community, I encourage you to take the time to speak with your staff, administrators and residents. Identify what features you couldn't live without, and what features sound impressive but you may never use. Knowing *how* your community uses a call system is the best first step in picking a new one. And it will help you avoid the dazzling allure of "bells and whistles," that are ultimately just a lot of noise.

Bad Weather, Good Nature

PalatiumCare attended the ALAA Spring Conference in Montgomery, Alabama in March. Besides the obvious benefits of exiting Wisconsin during a Spring snow storm, we were struck by the kind nature and dedication of the care givers and administrators we met while there.

One woman's story really struck us and acted as a great reminder of why we put so much effort into making PalatiumCare as reliable and safe as possible.

She shared that she was orphaned as a child and didn't get to have a relationship with her parents. "I

don't have parents to give back to. These are my parents." she said.

Out of a deep loss, this woman found a calling. To care for her residents is not just a responsibility but a joy.

Since we visited Alabama, much of the state experienced great losses due to hundreds of devastating tornadoes. At PalatiumCare, we've re-dedicated ourselves to the joy of caring for others, starting with our friends in Alabama. Please support tornado relief efforts through your favorite charitable organization.

Together, we can endure.

PALATIUM CARE

When you don't have to worry about
your call system, you have time to

ENJOY LIFE



Use content from the PalatiumCare Newsletter to complete the crossword puzzle!

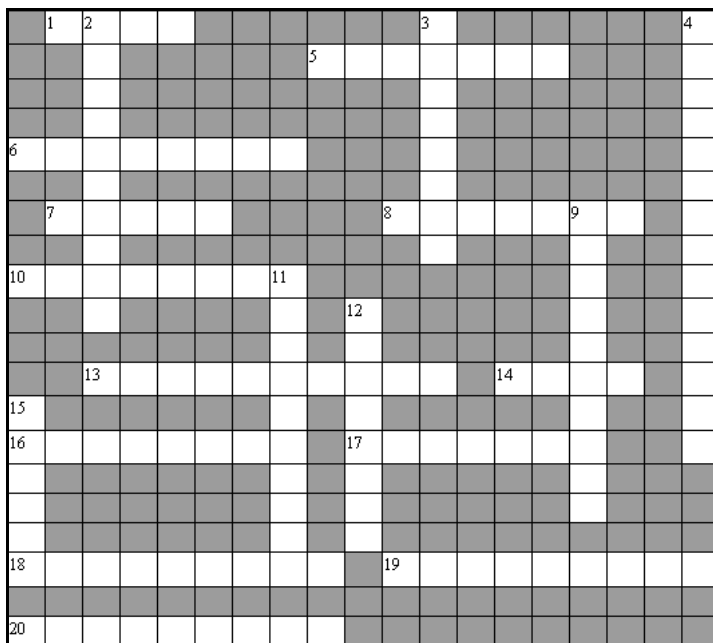
ACROSS

1. _____ to use and maintain
5. _____ your staff with PalatiumCare
6. PalatiumCare is a truly _____ nurse call system
7. "cost but not the _____"
8. You can access many different _____ (plural) at any time
10. Dependable
13. Allows you to customize your _____
14. Check out the PalatiumCare _____
16. First A in ALAA
17. Hundreds of these blew through Alabama and 5 other southern states

18. Knowledgeable and eager to help
19. Proven and tested _____ technology
20. A member of our _____ sales team will give you a live demonstration of PalatiumCare!

DOWN

2. Cost-effective
3. No need to buy a new _____!
4. Contact a sales _____
9. State-of-the-art _____
11. First of the three E's
12. "All the bells and _____"
15. Bad Weather, Good _____



Find the answers on our Facebook page. Search PalatiumCare, LLC

7		4		1				
	2							
9	1	6			7			2
8		9	1					
2			5		6			7
					9	8		5
4			2			7	1	6
							2	
				6		5		4

MAY IS MENTAL HEALTH MONTH

5 Ways to Improve Mental Health

1. **Connect** Developing relationships with family, friends, colleagues and neighbours will enrich your life and bring you support
2. **Be active** Sports, hobbies such as gardening or dancing, or just a daily stroll will make you feel good and maintain mobility and fitness
3. **Be curious** Noting the beauty of everyday moments as well as the unusual and reflecting on them helps you to appreciate what matters to you
4. **Learn** Fixing a bike, learning an instrument, cooking – the challenge and satisfaction brings fun and confidence
5. **Give** Helping friends and strangers links your happiness to a wider community and is very rewarding

Get to know the PalatiumCare team through original articles and stories from the road

www.PalatiumCare.blogspot.com

Follow us on Twitter @PalatiumCare for up to the minute news about Senior Living.



1119 Superior Avenue
Sheboygan, WI 53081