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Vigilan Congratulates Its Customers for Being Best of the Best in Operational Excellence

BPM Senior Living, Brightview Senior Living, and Emeritus Senior Living honored with the 2009 Best of the Best Award by Assisted Living Federation of America

PORTLAND, Ore., May 26, 2009 — Vigilant, the leader in software for better senior living, congratulates customers BPM Senior Living, Portland, Ore., Brightview Senior Living, Baltimore, Md., and Emeritus Senior Living, Seattle, Wash., for receiving the 2009 Best of the Best Award by the Assisted Living Federation of America (ALFA). The annual Best of the Best Awards recognize senior living companies for the most innovative operational excellence strategies in the past year.

BPM Senior Living was honored for its Personal Preference Program for residents. The program takes the promise of independence, choice, and dignity for resident care one step further by gathering each resident's highest priorities and making them—from bathing at an odd hour to pursuing a favorite hobby. In addition, each resident gets a special surprise or a “wow” moment each month. A “wow” moment is something out of the ordinary, by surprise, and meaningful to that individual. In one “wow” moment, a resident who was passionate about horses was surprised by a visit from a miniature horse and was able to stroke its nose in one of her last days. “If it’s at all possible, it needs to happen,” said Kris Brock, director of health services administration.

Brightview Senior Living wanted to shine as “an employer of choice” and initiated a training program to better educate managers in Human Resource laws that are also the backdrop of thousands of interactions between managers and subordinates each and every day. Mastery of these laws ensures a well-treated workforce and lowers the risk of employee-initiated litigation. Brightview implemented an intensive training program called Human Resources Risk Management with topics ranging from the role of managers as agents of the company, to workplace discrimination, to managing disability issues, to understanding requests for special accommodation protected by law, and more.

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Now the company's more than 300 managers are well trained and express gratitude and even relief for having such valuable information. "Before this, people didn't know what they didn't know. Now we have far more proactive inquiries," said Andrea Griesmar, director of human resources.

Emeritus Senior Living recognized that a company's culture and employee buy-in are key to its external reputation. For a large company that also went through a recent acquisition, consistent branding that resonated from the inside out was going to be key to their success. "We had people who were part of the same town that didn't even realize they were part of the same company," said Jayne Sallerson, senior vice president of marketing. Instead of looking to an outside branding consultant, the company turned to its employees, asking them what they wanted customers to think of Emeritus. Consistently, two words came up: family and commitment. From there Emeritus developed seven "family values" to help all employees live by a new brand promise of 'Our family is committed to yours'. "It shows me how committed they are to the employees," said Jordan Scardigno, a senior executive director who came to Emeritus through the merger.

"These innovations recognize companies that have put their imaginations to work to continually improve and streamline operations, enhance resident care and services, train and retain quality employees, and much more," says ALFA President and CEO Richard P. Grimes. "Plus, the industry-wide benefit of the Best of the Best Awards is the program's ability to multiply excellence as these and other companies in senior living adopt these best practices as their own.

About Vigilant

Vigilant is the leading operational management systems company for independent living, assisted living and dementia care providers who need an easier way to improve the quality of care and to profitably manage their business. Unlike other systems providers, Vigilant offers an adaptive system that can accommodate the variety of state regulations and individual facility requirements. Core to the company's operational excellence suite of products is the Administrator that, on average, increases revenue by \$150 per resident per month. To learn more visit us online at <http://www.vigilant.com>.

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