



A new era.
The right link to care.

Welcome to EraLink's Weekly Senior Placement Newsletter. A short weekly email featuring senior care insights, expert tips, community spotlights, helpful resources, and more.

Hello,

Thank you for taking the time to read this week's newsletter. Healthcare is an ever-evolving field, constantly adapting to better serve people in every aspect of life. Today, more than ever, individuals need support not just physically, but also mentally, emotionally, intellectually, and spiritually.

When I meet with families looking for placement for their loved ones, I often hear a common request: they don't want something "cheap" — they want *good care*. To me, good care means a home that's truly invested in a resident's overall wellbeing — supporting their mental, physical, emotional, intellectual, and spiritual health. Even for individuals living with conditions like dementia, Parkinson's, Alzheimer's, or traumatic brain injuries, where full recovery may not be possible, compassionate caregivers can still make a tremendous difference in their quality of life.

Over the past few weeks, I've had the privilege of working with several wonderful families. One experience in particular stood out. I recently met with a daughter who needed help finding care for her father. Initially, she was only considering in-home caregiving because she wasn't aware of other options. After I explained the differences between board and care homes and assisted living communities, we discussed her father's personality and needs.

It became clear that her dad was a quiet, reserved man who preferred a peaceful environment — somewhere with a private room and a backyard where he could enjoy fresh air. A large assisted living community didn't seem like the right fit. We scheduled three tours in the Westminster area to stay close to her father's home, since being nearby was very important to her. After the tours, she felt ready to move forward but wanted to talk with her family first.

That evening, she reached out asking to explore a few more homes in Orange, Tustin, and Santa Ana. I was able to quickly schedule two tours in Orange. She visited both the next day, and after discussing with her family, she mentioned that her brother recognized one of the homes — it was the same place where his mother-in-law had lived for many years. He spoke very highly of it, sharing how positive their experience had been.

The next day, she placed a deposit, and shortly after, her father successfully transitioned into the home.

I thought this was such a special placement — one of those moments where everything comes full circle. Out of all the homes available, they found a place with a personal connection and trusted history. The family felt confident, supported, and at peace with their decision, and their father is now settling in beautifully.

Flyers and Brochures

I've placed an order for my new flyers and brochures, which should be ready by next week. I'm looking forward to having them completed and dropping them off at your facilities soon. I'm excited about the opportunity to work with you and to serve as a trusted senior placement resource for you and your team.