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Contact: Ashley Cobert, (414) 765-2311
ashley@primumagency.com

press release

CRL Partners with Simply Home Health to Improve Lives of Residents *Groundbreaking balance retraining program proven to reduce senior falls by 75%*

Chicago (January 31, 2013) – [CRL Senior Living Communities](http://www.crlcares.com), a leader in senior healthcare innovation, has partnered with [Simply Home Health](http://www.simplyhomehealth.com) to offer a cutting-edge balance retraining program in their facilities. This partnership is another in a long line of CRL collaborations with other organizations to provide innovative treatment to their residents. Simply Home Health is the first United States healthcare provider to implement the SimplyFit-Otago© program, which was endorsed by the Centers for Disease Control and Prevention (CDC) as one of only six geriatric fall prevention programs with proven effectiveness in fall reduction.

“Most fall prevention programs are reactionary – once a person experiences a fall, these programs give them the tools to prevent the next incident,” said Ari Weinberger, President and CEO of CRL Senior Living Communities. “What makes SimplyFit-Otago special is its focus on true prevention. By building balance, flexibility and core strength, the program stops that first incident from occurring.”

The SimplyFit-Otago program involves one-on-one interaction with a weekly test of one of the four key muscle groups and leveraging the measurements in ongoing analysis. In a yearlong test at a Bolingbrook, Illinois facility, the test group reported 75% fewer falls than the control group. CRL is rolling out the program at its Arbor Ridge facility, then expanding the offering to the rest of its facilities throughout 2013 and into 2014.

“The United States is far behind other countries in preventative care, which extends to fall prevention,” said Robert Kunio, CEO of Simply Home Health. “The SimplyFit-Otago program can save thousands of dollars in healthcare costs while ultimately improving the lives of seniors by enabling them to maintain their self-sufficiency.”



The SimplyFit-Otago program is the latest in a line of initiatives that support CRL's six [Life Enrichment Pillars](#), which focus on the social, mental, physical, spiritual and nutritional needs of residents. The organization emphasizes frequent activities and opportunities for social interaction, as well as a diet based on all-natural foods, to create a superior living environment.

About CRL Senior Living Communities

At CRL Senior Living Communities (www.crlcares.com), it is the company's mission to provide new standards of therapeutic excellence in senior living by providing the best in healthcare through consistently blending nutrition, spiritual, mental and physical stimulation in an environment rich with safety, comfort, activities and a nurturing atmosphere.

With offices in Neenah, Wis., and Chicago, Ill., CRL Senior Living Communities specializes in operating and managing state-of-the-art senior care residences that deliver the highest standard of care in specially designed therapeutic environments. The company meets the needs of seniors with independent living, assisted living and Alzheimer's/memory care communities. CRL currently owns and operates 15 communities in Wisconsin – including residences in Neenah, Oshkosh, Sheboygan, Sheboygan Falls, Menomonee Falls, Waukesha, Kenosha, Greenfield, Green Bay, DeForest – and three in Illinois with two in McHenry and the newest community in Morton Grove.

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