



## YOU SAY YOU WANT MY BUSINESS...

Do you know what my goals are? My limitations?  
My concerns?

Know who I am first; then we can talk business.



## What is SCSA?

The fact is, it takes more than just wanting to work with seniors to work with them successfully – it takes knowing *how* to work with them. That's what the Society of Certified Senior Advisors (SCSA)<sup>®</sup> education and designation programs are all about. Among the hundreds of education programs and credentials available today, the Certified Senior Advisor (CSA)<sup>®</sup> course is in a category by itself because it educates you about seniors – how aging works, how it changes seniors' lives, how it affects their decisions and how we can apply what we know about growing older to help people grow better – 23 different areas in all.

What you learn will enable you to improve seniors' lives. Period. You'll gain an appreciation for how health, social and financial factors combine and interact to determine whether we age successfully. You'll have a greater understanding of how to apply your skills, how to communicate better with your senior clients and where to find the resources your seniors need. Even professionals who have worked extensively with seniors find our education eye-opening and revitalizing.

The CSA credential is equally unique. Professionals who successfully meet all the eligibility requirements earn the right to add CSA to their professional credentials. The CSA designation program is accredited by the prestigious National Commission for Certifying Agencies, which means your senior clients can take an additional measure of confidence in the credibility and value of the CSA credential.

A deeper understanding of seniors, increased professional credibility, more effective relationships, and a renewed sense of purpose - that's the power of being a CSA.

*CLU, CFP, LUTCF, FLMI, ACS, ChFC, AALU, CPCU, AIAA, CSA, CASL, ChFEBC are all designations that I've earned in my insurance and financial career. Do you know where I got the information that I use most? CSA, that's where. CSA doesn't make a trusted advisor, CSA makes a trusted advisor better.*

– Jeff Henson

*As an Executive Director in a senior community, the CSA designation has equipped me with increased knowledge in the different issues affecting our seniors. It has given me greater credibility and trust from my senior clients. When I share the benefits of being a CSA with my peers, they can't wait to become one.*

– Anne Ramirez

*I really thought I had seen and heard it all! However, I absorbed so much new information about seniors that I didn't know. It was exactly what I needed to give me more to talk about and share with prospects and clients. I feel the content of the CSA course gives professionals the tools and education needed to succeed.*

– Nancy Dykeman

## Who am I?

A fundamental principle for any business is: Know your client. When you complete the CSA course, you'll know more about your clients. We have found no other program that combines all three aspects of aging – health, social and financial – into one educational course. That's the power of the education from SCSA – it teaches professionals how to understand and respond to the forces shaping the lives of seniors today.



## Who are our CSAs?

Our CSAs come from across all professions – senior housing, home care, financial services, real estate, clergy, social work, elder law and more. Our curriculum was developed from across many industries with the help of experts such as:

- **Dr Harry Moody**, Director of Academic Affairs, AARP
- **Dr Stephen Golant**, Center for Gerontologist Studies, University of Florida
- **Dr Robert Atchley**, author “Social Forces and Aging”

No matter what your field, no matter what you do with seniors, you’ll do it better by supplementing your knowledge with the specially-designed education from SCSA.



*This was probably one of the finest courses I have taken on any subject in the past 30 years. The instructors were exceptional and the course material was completely relevant, not only to my profession but also to my personal situation. I am very pleased to be counted among the many CSAs nationwide.*

- George Malesich

*There is no end to the benefits of the CSA education. Not only has my business increased significantly, but my clients know that I am a member of an ethical society with a true passion for helping older adults. CSA is an essential component of the relationships I have built with my senior clients.*

- Travis Little



## Why CSA?

At no other time in history has there been such an urgent need for professionals to understand seniors...or for seniors to want the most informed efforts of the professionals they work with. Why is this so important?

- 10,000 Americans turn 65 each day
- The fastest-growing age group is 85 and over
- 77% of the nation’s wealth is controlled by seniors

If you work with seniors, you need the CSA designation. In fact, in a third-party survey, 81% of CSAs say their business increased when they became a CSA.





1325 S COLORADO BLVD, SUITE B300-A DENVER, CO 80222

PHONE 800-653-1785 FAX 303-757-7677 WWW.CSA.US

## Why your credibility matters.

Seniors today are seeking an ever higher level of credibility from those they do business with. The only way to gain that credibility, however, is to understand what's important to them. When they take your advice – or buy your product, or subscribe to your service - it means they value your expertise. It means they believe you understand their needs and can solve their problems.

When professionals add the SCSA knowledge to their own professional expertise, it gives them a distinct advantage in working with older adults. And when professionals put the CSA designation behind their name, they put themselves ahead of their competition. In today's competitive marketplace, this is something that no business can afford to miss out on.

A recent corporate client told us, *"This program is an important part of how we differentiate ourselves in the market. The result is successful professionals, satisfied seniors and an advantage in the marketplace*

# What You Learn in our 22-part CSA Course

The Certified Senior Advisor (CSA)® course is the product of the brightest minds in the country – giants in their fields and experts in aging. It represents a multidisciplinary approach to one of the largest single challenges facing professionals today: how to identify and accurately serve the complex and diverse needs of our aging population.

Designed specifically to help you pass the CSA designation exam, the course covers 22 chapters, divided into 6 parts. Most chapters offer a list of resources that you can draw on to better serve seniors and their families long after you've earned your CSA designation. Course enrollment includes a full suite of proven study materials designed to help you learn the course concepts. These include the CSA textbook - *Working with Seniors: Health, Financial and Social Issues*, a Power-Point note-taking book, practice exam questions with full answer explanations, learning exercises to include case studies, expert support from our highly-qualified faculty and much more.

## Part 1: Aging

- Chapter 1: Trends in Aging
- Chapter 2: Aging and Society
- Chapter 3: Physiological Changes of Aging
- Chapter 4: Mental Health, Grief, and Loss in Later Life
- Chapter 5: The Experience of Aging

## Part 2: Aging within the Family and Community

- Chapter 6: The Family and Social Support Systems
- Chapter 7: Caregivers and Caregiving in America
- Chapter 8: Housing
- Chapter 9: Home and Community-Based Services

## Part 3: Health and Mental Health

- Chapter 10: Chronic Illness in Seniors
- Chapter 11: Senior Nutrition, Fitness, and Healthy Lifestyles
- Chapter 12: Cognitive Aging
- Chapter 13: Spirituality and Aging
- Chapter 14: End-of-Life Planning

## Part 4: Financial Literacy

- Chapter 15: Estate Planning
- Chapter 16: Financial Choices and Challenges for Seniors
- Chapter 17: Long-Term Care Coverage
- Chapter 18: Funeral Planning

## Part 5: Medicare, Medicaid, and Social Security

- Chapter 19: Medicare
- Chapter 20: Medicaid and Seniors
- Chapter 21: Social Security and Supplemental Security Income

## Part 6: The Community of Certified Senior Advisors

- Chapter 22: Ethics in Doing Business with Seniors





## Choose the Course Format Best for You

You can complete the CSA education course in one of 2 ways; both of which help prepare you for the CSA designation exam. Candidates should study an average of at least 30-35 hours prior to the exam and in addition to the course presentations.

### 1. CLASSROOM— Choose this live version of the CSA course, if you prefer to...

- Experience lively interaction with the instructor and classmates in a stimulating learning environment at one of our 3½ day classes , held across the country
- Receive face-to-face instruction from our highly qualified faculty members
- Participate in hands-on demonstrations of the aging experience
- Network with new people in and outside your area of professional expertise
- Take a closed-book, proctored exam in class

### 2. ONLINE CLASS — Choose this web-based option, if you prefer to...

- Save travel costs and time as you experience high quality education delivered by expert faculty in the ease and comfort of your home or office
- Access the recorded lectures anytime during the entire 6 month course period to help your study and review the material as many times as you wish
- Get comprehensive answers to your questions from the CSA faculty via our easy-to-use online class portal anytime during your course
- Take a closed-book, proctored exam at a professional test center

\* For the classroom option, students who decide to defer the CSA exam have 90 days from the last day of the live class to take the CSA exam. For the online class option, students have 6 months from their course start date to take the exam.

## What is the CSA Exam?

The CSA exam has 150 multiple choice questions, and is a closed book and proctored exam. Students are given 3 hours to complete the exam and a score of 70% is required to pass. The CSA exam covers these five areas which are weighted on the exam as follows: (1) Social Aspects of Aging – 20% (2) Health Aspects of Aging: Physical & Mental – 25% (3) Financial and Legal Aspects of Aging – 20% (4) Government Assistance for Seniors – 10% (5) Understanding & Communicating with Seniors – 20%

## How Do I Become a CSA?

To earn the CSA designation and join a respected international organization of professionals dedicated to serving seniors ethically and effectively, you must first apply for the CSA designation. Acceptance into the CSA designation program is contingent upon (1) passing a criminal background check, (2) completing the *CSA Code of Professional Responsibility* online ethics quiz, (3) fulfilling the education and/or experience requirements, and finally (4) passing the CSA exam. For a complete description of the CSA designation program, including eligibility requirements, please visit our website at [www.csa.us](http://www.csa.us)

## CSA Accredited by NCCA

The CSA designation is accredited by the prestigious National Commission for Certifying Agencies (NCCA). Certifications that receive NCCA accreditation demonstrate compliance with the NCCA's *Standards for the Accreditation of Certification Programs*, which were the first industry-developed standards for professional certification. The CSA designation underwent a rigorous review by the NCCA and was awarded accreditation in 2008. NCCA accreditation means that your senior clients can take an added measure of confidence in the credibility and value of the CSA designation.

*Sign up today to discover what being a CSA can mean for your business!*

**800-653-1785      [www.csa.us](http://www.csa.us)**

**1325 S Colorado Blvd, Suite B300-A Denver, CO 80222**

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