



THE CERTIFIED SENIOR ADVISOR EDUCATION AND CERTIFICATION PROGRAMS

*Building on Core Knowledge, Real World Experience and
Ethical Standards to Work More Effectively with Seniors*



The Baby Boomer Generation is redefining the meaning of the word “senior” as it enters the 65+ demographic in record numbers making this a growing market with very specialized needs.

- Every day, more than 8,000 Americans turn 65—a trend that will continue until 2029.
- Seniors age 85 and over represent the fastest-growing segment of this group.
- Over 70% of America’s wealth is controlled by adults over age 50.

Today’s seniors demand and require more than ever before. Your reputation and education are critical to earning their trust and their business.

The SCSA: Setting the Standard in Serving Seniors

Working successfully with seniors takes more than the desire to work with them – it takes knowing how to work with them. The Society of Certified Senior Advisors (SCSA)® is the only credentialing organization that provides broad-based knowledge of seniors and the aging process to the professionals who serve them.

Of the hundreds of education programs and credentials available today, the Certified Senior Advisor (CSA)® designation is in a category all its own—with high ethical standards and content specifically designed to help practitioners work more effectively with their senior clients. The CSA program expands your knowledge of the senior market—how the aging process works, how it changes people and their families, how it affects their decisions—and helps you apply this knowledge to benefit the lives of seniors.

The CSA education and certification programs will help you make an immediate and positive impact on the lives of the seniors you serve. You will gain an appreciation for the integrated health, social and financial factors that affect our well-being in later life. You will learn how to apply your skills more directly, communicate with your clients more effectively and find the resources to serve them more efficiently. Even those who have worked extensively with seniors find that the CSA education and credential enhances their daily work and ultimately improves their business.

Professionals who successfully meet all the eligibility requirements earn the right to add CSA to their professional credentials. But the CSA credential is much more than three letters after your name – it is an investment in your career that demonstrates serious professional training in the issues associated with aging. The CSA designation program is accredited by the prestigious National Commission for Certifying Agencies (NCCA), which means your senior clients can have confidence in the credibility and value of your credential.



THE CERTIFIED SENIOR ADVISOR EDUCATION AND CERTIFICATION PROGRAMS



What You Will Learn in Our 22-Part Course

The Certified Senior Advisor (CSA)[®] education and certification programs are developed through a rigorous practice analysis/research study involving hundreds of professionals who work with seniors and senior issues from the academic community, industry practitioners, regulators and non-governmental organizations. The diversity of this group helps ensure that the CSA course and exam contain the practical real-world knowledge that professionals working with seniors use every day.

The multidisciplinary focus of the course and the exam ensures that the CSA program addresses the largest challenges facing professionals today - how to identify and accurately serve the complex and diverse needs of our aging population.

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 have earned your CSA designation. Course enrollment includes a full suite of tried and tested study materials designed specifically to help you learn the course concepts.

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: Medicare 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

SCSA offers three different paths to becoming a CSA. More than 32,000 people have pursued the CSA designation through Live Class Review, Online Self-Study and Exam Only options. Choose the pathway that best fits your professional needs. CSA Live Class Review sessions are held at locations around the country; find out if a class is coming to your area at www.csa.us/classdates

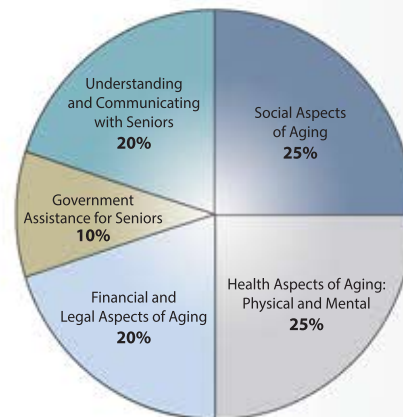
| The Certified Senior Advisor (CSA)® Education Program | Live Class Review | Online Self-Study | Exam Only |
|---|-------------------|-------------------|-----------|
| Working with Seniors - CSA Textbook | ✓ | ✓ | |
| Working with Seniors - PowerPoint Book | ✓ | ✓ | |
| Working with Seniors - Exam Study Guide | ✓ | ✓ | |
| Working with Seniors - Course Addendum | ✓ | | |
| Online Class Modules | | ✓ | |
| CSA Exam | ✓ | ✓ | ✓ |
| Networking Opportunities | ✓ | | |
| Hands on Learning and Instructor Guidance | ✓ | | |
| Interactive Study | ✓ | ✓ | |
| Self-Paced Online Learning | | ✓ | |
| Online Ethics Course | ✓ | ✓ | ✓ |
| Subscription to CSA Journal | ✓ | ✓ | ✓ |
| Subscription to Senior Spirit Newsletter | ✓ | ✓ | ✓ |
| Access to Monthly Educational Webinars | ✓ | ✓ | ✓ |
| Access to Purchase Course CDs and DVDs | ✓ | ✓ | ✓ |

Comprehensive Course Materials

A substantial course pack supplements the education program with comprehensive course materials based on the latest developments and research. Packed with real stories, practical examples and lists of resources, Working with Seniors is an easy-to-use, on-the-job reference guide that you will continue to turn to long after you have earned your CSA designation.

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 at least 70% is required to pass. The CSA exam covers these five areas which are weighted as follows:



Your CSA Certification Requirements

To earn the CSA designation and join a respected organization of professionals dedicated to serving seniors ethically and effectively, you must first apply. 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 visit www.csa.us or call 800-653-1785 to speak with an Education Representative.

Enroll today and find out why thousands of other professionals have pursued this prestigious designation.

720 S Colorado Blvd. Ste 750 North, Denver, CO 80246

Phone 800-653-1785 ■ Fax 303-757-7677 ■ www.csa.us



CSAs: People Just Like You

CSAs come from many different industries—home care, financial, insurance, legal, healthcare, funeral services and many others. Some are new to their field while others have years of experience. Some are motivated by personal experience while others are responding to an increasing professional demand. Some are young and others are seniors themselves. Many CSAs work as individuals; others serve in a larger business or organization. All CSAs, however, are united in a community of professionals, committed to putting the needs of seniors first.

The CSA Difference

"I have used the knowledge and expertise given to me through my CSA education to better relate to my senior clients and their families. The CSA designation has proved to be a great asset when a client is assessing my credentials before choosing me as their agent and advisor."

-Bruce Nemovitz, CSA

"After attending the CSA training program two years ago, I immediately recognized the high caliber education offered by the CSA Program. The program provides a deep understanding of the health, social and financial issues that affect seniors along with an understanding of how these issues impact seniors' lives and our society."

-Pat Drea, CSA
COO Visiting Angels

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, CLTC, CSA

The CSA: Building Your Career, Building Your Business

Seniors today demand more from the professionals they hire, and the CSA program gives you the real-world tools to not only attract senior clients, but to retain them. The CSA designation tells seniors that you put their needs first and always uphold the highest ethical standards. You become more than a service provider; you are a trusted, professional ally.

Concentrating on seniors' issues, concerns and motivations, the CSA deepens your insight and understanding, which leads to more effective communication – the key to success in the senior market.

As an individual, if you are looking to specialize, change focus, gain recognition or move ahead in your career, the CSA program complements your experience with a wide-ranging, practical foundation you can integrate immediately and effectively into your career, no matter what your field, specialty or educational background. Your CSA demonstrates your personal commitment to seniors as well as your professional commitment to keeping up with complex developments in senior care. It sets you apart.

As an employer, supporting the CSA education and certification programs helps you hire, develop and promote top quality people. CSA education complements your company's recruitment and professional development efforts. Employees who are CSA certified require less on-the-job training and demonstrate a life-long commitment to professional advancement. CSAs on staff make your company more respected, trusted and effective, and those are benefits that go straight to your bottom line.

It's Easy to Learn More

Join the more than 32,000 professionals who have already pursued their CSA certification. For a complete description of the CSA designation program, including eligibility requirements visit www.csa.us or call 800-653-1785 to speak with an Education Representative.



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The CSA Program: Background and Basics

The CSA education and certification programs are developed through a rigorous practice analysis/research study involving hundreds of professionals who work with seniors and senior issues from the academic community, industry practitioners, regulators and non-governmental organizations. The diversity of this group helps ensure that the CSA course and exam truly possess the practical real-world multidisciplinary knowledge that professionals working with seniors use every day.

Accredited by the National Commission for Certifying Agencies (NCCA), the CSA credential applies to professionals in all areas of senior work. SCSA is committed to maintaining the high standards of NCCA accreditation and continually improves its education and certification programs. By holding the NCCA designation, CSAs are required to demonstrate a commitment to high educational standards, continuing education, professional ethics and trust. This sets the CSA credential holder apart from other practitioners working with seniors.



Join the Community of CSA Professionals:

Having your CSA designation enables you to become part of the Society of Certified Senior Advisors® (SCSA). SCSA is the world's largest membership organization educating and certifying professionals who serve seniors. It is only after candidates meet all eligibility requirements established by the SCSA Certification Council, an independent body that oversees the development and administration of the CSA exam and education program, that they may use the designation of Certified Senior Advisor.

Find out more about the requirements to become a CSA and see for yourself why thousands of other professionals have pursued this nationally accredited designation. Apply today at www.csa.us/application or call 800-653-1785.