



BENJAMIN ROSE
INSTITUTE ON AGING
SERVICE • RESEARCH • ADVOCACY

Dunn**Solutions**

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BENJAMIN ROSE INSTITUTE ON AGING LAUNCHES NEW ONLINE RESOURCE

New website features high-quality resources for caregiving and aging well

(Cleveland, OH) Benjamin Rose Institute on Aging recently launched its new website to better serve older people, families and the professionals who work with them by featuring accessible information, simplified navigation and a new resource library.

The new www.benrose.org was created with [Dunn Solutions Group](#) of Skokie, Illinois.

William Dunn, President of Dunn Solutions, noted, “The Dunn Solutions team was honored to be able to help Benjamin Rose in its mission to support older adults and the professionals that work with them. The new website can be managed directly by the internal Benjamin Rose communications team, giving them a powerful new channel in which to communicate with their community.”

Resources for Aging Well

Due to the continual growth in the population of older people and the number of caregiving families, Benjamin Rose saw the need for reliable, high-quality information to be easily available online.

“Benjamin Rose’s new website demonstrates our commitment to supporting older adults and their caregivers,” Orion Bell, President and CEO of Benjamin Rose, said. “It is an online resource from one of the most trusted names in aging and helps empower people to be better consumers and providers of care.”

Older adults, caregivers and professionals alike will find a host of valuable information in the new [resource library](#). This section allows users to look for Benjamin Rose staff-authored resources by keyword, audience, topic and type. The library includes consumer-friendly articles on a range of topics as well as the latest published research from the Benjamin Rose Center for Research and Education.

“While there is an increasing amount of information available online that addresses aging and caregiving issues, with our expertise in both direct service delivery and applied aging research, we are uniquely positioned to be a trusted resource for our

users,” said Jennifer Cardellini, Director for Consumer Information at Benjamin Rose, who led the project.

Simplified Navigation

Users can now search the website by who they are, using the global navigation, which is organized by audience and color-coded with the following choices:

- **For Older People and Families** (yellow) This section helps older people and families access quality resources to support their physical and emotional health, live independently with assistance at home, remain active and engaged, and navigate towards a more secure financial future.
- **For Professionals** (blue) In this section, professionals will find resources to explore comprehensive services and supports for their clients, review state-of-the-art research and evidence-based programs, and learn from experts in the field of aging.
- **Support Us** (red) Individuals and organizations can explore opportunities to support the Benjamin Rose mission by making a donation, volunteering their time and talents in the community, and holding events in the state-of-the-art Conference Center at Benjamin Rose with a signature city view.

Other Features

Within the new website are several pages with custom keyword search and filtering features so users can narrow down content and find what is most important to them. The entire website can be searched by keyword. Search results can be narrowed down using the audience filter.

Future directions for the website will be determined in part by users.

“Our goal in designing the new website was to make it consumer-focused, providing high-quality, practical resources for older people, families and the professionals who care for them,” Cardellini noted. “In the future we will work towards becoming consumer-driven, listening to and learning from our users and tailoring our content so we are increasingly responsive to what they want and need.”

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About Benjamin Rose Institute on Aging: Founded in 1908, Benjamin Rose Institute on Aging (www.benrose.org) is a nationally recognized Cleveland-based nonprofit whose mission is to advance support for older adults and caregivers. This work is accomplished by deepening the understanding of their evolving needs in a changing society; promoting effective public policies; and developing and delivering innovative,

high-quality solutions, including the evidence-based programs that are tested and proven by research to achieve beneficial outcomes for consumers.

About Dunn Solutions: Dunn Solutions (www.dunnsolutions.com) is a digital commerce and business transformation consultancy focused on delivering Velocity to its clients. Velocity is achieved by the combination of both speed and direction. Dunn Solutions helps its clients achieve speed by automating business processes and direction using advanced analytics. Dunn Solutions aligns with organizations to optimize their unique processes and help them discover the most profitable routes to business success. Dunn Solutions has been delivering Velocity to organizations since our inception in 1988. Dunn Solutions is headquartered in the Chicago area and has offices in Minneapolis and Bangalore, India.