

# Press Release

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## **New digital tools provide New Jersey health care professionals faster, broader access to senior communities and care providers**

New Jersey, July 30, 2013: Social workers and hospital discharge planners now have some new and faster tools for referring New Jersey seniors and their families to sources for a retirement community, post-hospital recovery, skilled nursing or a long-term care community. That help comes in the form of some innovative channels for searching out and comparing area senior communities and care centers in mere minutes—based on highly focused area-wide search results effortlessly displayed at their fingertips. **New LifeStyles**, long considered the ultimate “Source for Seniors” for comprehensive, quality information on senior living and care options now offers a digital guide, iPhone app, and a mobile site – all free of charge – to accommodate overworked health and social workers, even on-the-go.

“This new array of tools will result in many saved hours for social and healthcare workers over the space of a given month, where they must often provide guidance to dozens of families on the next step for their senior family member who is ready for a

senior community,” said Doug Fusella, President and COO of New LifeStyles. “It will allow them to provide a full set of options based on the specific needs of their clients or patients—quickly and conveniently. No other senior living search resource offers all of these advanced options or caters to all ranges of people along the technology-savvy spectrum.”

For example, the new digital guide provides a digital layout of the current New LifeStyles print version, which has been the industry standard since its inception in 1987. This caters to users who are less familiar with mobile apps, yet still prefer to view the complete issue of the publication. Accessing the New LifeStyles digital guide not only allows users to flip through every page digitally on their phone, computer or personal tablet, but adds fully interactive functionality to the guide by offering linking to other pages and websites. Health care professionals who do not have access to the internet can already have the digital guide downloaded and saved, so they are able to reference it at any given moment.

For the on-the-go user, the New LifeStyles iPhone app offers its updated geo-mapping system that allows users to see every senior community or health care provider nearby based on a user’s current location. Each community “pin” is color-coded to identify community by type, such as retirement and assisted living communities, nursing and Alzheimer’s care, and more. The display includes all licensed facilities, so it is unbiased and comprehensive. Users have the option of tailoring searches to a specific region or a specific type of care. Once they find a community of interest, they can map it, call it, read a description of its services, visit its website, email questions and more.

For those using a Blackberry or Android, New LifeStyles also offers a mobile site designed for easy searching and ordering. You can simply visit [www.newlifestyles.com](http://www.newlifestyles.com) on your smart phone to be directed to the mobile site. An even more advanced web site is scheduled to be launched this summer.

"Today's health care professionals are under pressure to provide more service with fewer resources than ever before," said Bill Porter, Regional Account Executive of New LifeStyles. "Catering to their different needs and specific challenges while delivering quality, timely information was one of our top priorities in developing these new mediums. Our mobile site, digital guide, and iPhone app make it fast and simple to arrive at intelligent choices to save time and stress. Our print guide is as widely used and distributed as ever, but it's not all that we are anymore."

New LifeStyles is the most established source for senior living options, providing comprehensive, quality information on senior communities and care options. New LifeStyles' services help seniors make an informed, comfortable decision about their future. In addition, these extensive resources are easily accessible - not only saving users time and money, but also reducing the frustration of trying to find information from multiple sources, agencies, or organizations. Whether looking for a nursing, retirement, or assisted living community, home care or something else, New LifeStyles can help seniors and their loved ones make the best decisions to fit their needs. For more information about New LifeStyles, please visit [www.NewLifeStyles.com](http://www.NewLifeStyles.com) or call 1-800-869-9549.

**Photos courtesy of New LifeStyles (from left to right):**

- #1 New LifeStyles iPhone app offers its updated geo-mapping system that allows users to see every senior community or health care provider nearby based on a user's current location.**
- #2 New LifeStyles digital guide allows users to flip through every page digitally on their phone, computer or personal tablet, and adds fully interactive functionality by offering linking to other pages and websites, and allowing the emailing of pages of the digital guide to friends or other family members.**

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