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**FOR IMMEDIATE RELEASE**

**Mather Pavilion Receives Prestigious OPTIMA Award from Long-Term Living Magazine**  
*Northern Chicago Retirement Community Honored in Trade Publication's September Issue*

**Evanston, Ill. (Oct. 1, 2010)** – Mather Pavilion, a residential nursing care community, has received the prestigious OPTIMA Award from *Long-Term Living*, a monthly trade publication that focuses on the long-term care industry. The community will be honored in the magazine's September 2010 issue and is the only community in Illinois to ever be given the award.

Since 1996, *Long-Term Living's* OPTIMA Award has been recognizing long-term care communities that are proactive with programs that provide exceptional care for their residents. The honor is conferred by a jury of long-term care professionals.

"This year we celebrate Mather Pavilion, which dramatically reduced staff turnover and improved resident care by developing an empowering workforce initiative program called LEAP," said Patricia Sheehan, Editor-In-Chief of *Long-Term Living*. "We hope people take the time to learn about their community and the way their staff has made a very positive change."

LEAP (Learn, Empower, Achieve, Produce) was created through a partnership between the Mather LifeWays Institute on Aging (MLIA), a nationally-recognized research and education organization, and the Life Services Network, which is the Illinois affiliate of Assisted Living Federation of America and the American Association of Homes and Services for the Aging. MLIA operates in conjunction with Mather LifeWays' residences and community sites to develop and test innovative programs such as LEAP prior to national dissemination efforts.

The LEAP program educated Mather Pavilion's nurses to be role models and gerontological nurse specialists, while Certified Nursing Assistants (CNAs) developed clinical, communication, teambuilding and mentoring skills as part of a clinical ladder program to advance in their field.

Mary Leary, President and Chief Executive Officer of Mather LifeWays, an Evanston-based not-for-profit that operates Mather Pavilion and other senior residences in suburban Chicago and in Tucson, Ariz., said the results of implementing LEAP are "remarkable." She states that turnover rates for both nurses and CNAs have been around 10 percent since 2007, compared to industry averages that are upwards of 50 percent. Overall resident satisfaction is currently at 98 percent for 2010.

"Being proactive and not accepting the industry-wide trend of severe turnover in nursing and caregiving staff has resulted in an improved quality of resident-centered care at Mather Pavilion," she said. "We are honored to be recognized by such a prestigious organization for our staff's hard work, inspired ideas and commitment."

For more information about *Long-Term Living* magazine or its OPTIMA Awards, visit [www.ltlmagazine.com](http://www.ltlmagazine.com).

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**About Mather LifeWays**

Based in Evanston, Illinois, Mather LifeWays enhances the lives of older adults by creating Ways to Age Well<sup>SM</sup>. Founded in 1941 by entrepreneur and humanitarian Alonzo Mather, Mather LifeWays is a unique not-for-profit, non-denominational organization dedicated to providing a continuum of living and care; making neighborhoods better places for older adults to live, work, learn, contribute and play; and identifying, implementing and sharing best practices for wellness, workforce issues, memory care support and empowering caregivers. To learn more about our senior residences, community initiatives and Institute on Aging, please call (847) 492.7500 or find your way to [www.matherlifeways.com](http://www.matherlifeways.com).

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