



**FOR IMMEDIATE RELEASE:**

**Mather Institute Announces Promising Practices Award Recipients**

*Free Download – Winning Ideas That Are Reshaping the Aging Services Industry*

**Evanston, IL (December 17, 2020)** – Creating music videos to smash aging stereotypes; a university partnership for onsite counseling services to support emotional health; a telehealth public/private partnership where high tech meets high touch to reduce hospital visits for community-dwelling older adults; these were some of the innovative solutions initiated by recipients of Mather Institute’s latest Promising Practices Awards. Now in the 10th year of the award, Mather Institute has presented the award to organizations working with older adults that are moving away from conventional practices by developing and implementing innovative approaches in a variety of settings.

The 2020 recipients and honorable mentions come from a variety of locations from around the world, based on innovation, outcomes, sustainability, and replicability of the practice. A full complimentary report on the 2020 Promising Practices winners and honorable mentions, *Innovation at Work 2020* is available for download at [matherinstitute.com/promising](https://matherinstitute.com/promising).

The idea behind Promising Practices is simple: strong ideas have the greatest influence when shared with others, and to continue promoting innovative thinking in the field. Mather Institute highlights those who have experienced success in areas such as technology, community-based services, resident/customer experiences, and more.

“Each year the Promising Practices Awards reinforce our commitment to encouraging thought leadership that improves programs and services for older adults,” said Cate O’Brien, PhD, Assistant Vice President, Mather Institute. “And while this year was exceptional on many levels, challenging times can lead to innovation and invention. We appreciate their willingness to share powerful ideas and practices to move the industry forward, particularly during these difficult times. We hope these award-winning ideas will serve as a catalyst for organizations to spark innovation in their own programs.”

Nominations will open in March for the 2021 Promising Practices Awards.

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## **Promising Practices Winners:**

### **THREE PILLARS SENIOR LIVING COMMUNITIES | Dousman, WI**

When it comes to conveying an important message, music and video are powerful tools. To help smash ageism stereotypes — as well as create an exceptional experience for residents, staff, and others — Three Pillars Senior Living Communities started producing unique music videos. Each May, the not-for-profit provider creates a video to mark Older Americans Month, enlisting an intergenerational cast of residents, staff, and community members to dance and lip sync to a song. The result: irresistible, upbeat videos that get tens of thousands of views online.

### **VIRGINIA TECH | Blacksburg, VA**

Life Plan Communities are known for offering programs that address residents' social, physical, intellectual, and spiritual wellness. Programs that target emotional well-being have been slower to develop, leaving a potential gap for residents not willing to seek services beyond the community. Virginia Tech is filling this gap at a local not-for-profit Life Plan Community called Warm Hearth Village. The university's Counselor Education Program has partnered with Warm Hearth to launch the AgeWell Counseling Program, an innovative initiative in which graduate students in counseling provide pro bono services to residents. The AgeWell Counseling Program, now in its third year, has provided more than 500 hours of direct counseling services to residents.

### **WESTCHESTER PUBLIC/PRIVATE PARTNERSHIP FOR AGING SERVICES | Mount Vernon, NY**

Like many other parts of the country, Westchester County, New York, is home to a number of older adults who live alone and are below the poverty level. To get these people the medical and wellness services they need, one organization created a unique combination of telehealth monitoring services and a la carte social services. As a result, they are improving health measures and saving costs for community-dwelling older adults in their county. Telehealth Intervention Programs for Seniors (TIPS) was created by Westchester Public/Private Partnership for Aging Services, an enthusiastic coalition of government, businesses, voluntary service agencies, and consumers, with a mission of helping older adults age with independence and dignity in their home communities.

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In addition to fewer ER visits and hospitalizations, it is estimated the program has already resulted in many millions of dollars in cost avoidance for health care insurers, along with reduced out-of-pocket expenses and caregiver costs for program participants and their families.

**ABOUT MATHER**

Based in Evanston, Illinois, Mather is a nearly 80-year-old nondenominational not-for-profit organization that creates Ways to Age Well.<sup>SM</sup> Mather Institute is its research area of service, and serves as an award-winning resource for research and information about wellness, aging, trends in senior living, and successful aging service innovations. To learn more, find your way to [mather.com](http://mather.com).

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