

Best B.C. seniors' residences recognized by new Seal of Approval program

March 2010 – Vancouver, BC – Seniors seeking quality retirement living homes should look for communities which qualify for the new Seal of Approval, an independent quality review program launched in February 2010 by the B.C. Seniors' Living Association (BCSLA).

The new program will identify senior living communities that adhere to the highest industry standards.

“The Seal of Approval will help seniors and their families identify the very best retirement communities in B.C.,” said Amir Hemani, President of BCSLA.

To obtain the BCSLA Seal of Approval, the community must complete both an internal self-assessment and an independent external review. Successful communities meet multiple criteria in five areas: safety measures, infection control, staff training, resident services, and assisted living supports.

As customer satisfaction is an important element in the Resident Services section, the Seal assessors spend time meeting with residents to get their feedback on the quality of services provided. They are asked about such things as safety, communication, activities, hospitality services, and overall satisfaction and enjoyment of the community.

“This comprehensive review ensures communities with the Seal of Approval offer seniors the best quality of service and care,” Hemani said. “We know seniors and their families will value this independent assessment that will help them choose the best community to meet their needs.”

Hemani said BCSLA members support the Seal of Approval as a way to publicly demonstrate their excellent service, professional integrity and industry leadership. Seal of Approval residences will give today's seniors and future seniors the best in retirement living.

The Seal of Approval program is expected to raise standards throughout the industry, as communities strive to earn the designation. Assessment of member communities has begun and will continue throughout 2010.

“When seeking a retirement residents, seniors and their families can be assured of the best quality and service by choosing communities which have earned or are in the process of earning the BCSLA Seal of Approval,” Hemani said.

Following the successful launch celebration on Vancouver Island in February where recipients of the Seal of Approval received their recognition plaques, similar events are scheduled for late Spring in the interior and early Fall for the lower mainland.

For more information please contact Marlene Williams at 604-689-5949 or visit www.bcsla.ca

The British Columbia Seniors Living Association (BCSLA) is a voluntary, membership-driven organization dedicated to the promotion and protection of the best interests of its members, which include the owners and operators of Independent and Assisted Living communities in BC. The four cornerstones of BCSLA are: Advocate, Educate, Mediate, and Celebrate for the seniors living industry.

*The BC Seniors Living Association Seal of Approval program was originally developed by the Ontario Retirement Communities Association (ORCA) and amended by the BCSLA to match the needs of B.C. seniors.