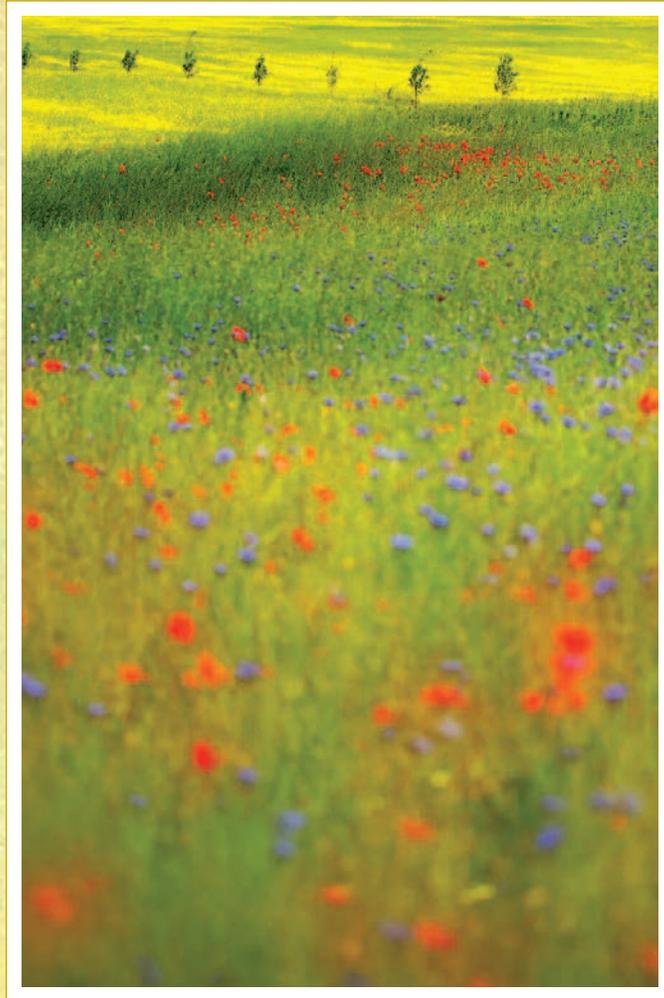


E DEN
ALTERNATIVE®



IT CAN BE DIFFERENT!



DR. BILL THOMAS, CO-FOUNDER OF THE EDEN ALTERNATIVE® WILL NEVER FORGET THE WORDS OF AN ELDER, OR THE BEAUTIFUL BLUE EYES THAT STARED UP AT HIM, AS SHE REACHED UP TO DRAW HIM NEAR AND WHISPER, “DOCTOR, I AM SO LONELY.”

A Harvard-educated physician and Board Certified Geriatrician, Dr. Thomas searched his medical texts and found nothing to heal loneliness. This inspired him to watch and listen to life in the nursing home where he worked. Over time, he witnessed that the institutional model of care breeds three deadly plagues of the human spirit: Loneliness, Helplessness, and Boredom.

And so he began to think about a different kind of world. He envisioned a care environment where people could live and thrive, not just wait to die. Working together, with his wife, Judith Meyers-Thomas, this vision of a Human Habitat began to unfold and change the lives of Elders and their care partners across the country and beyond.

AND SO BEGAN THE STORY OF THE EDEN ALTERNATIVE...

The philosophy
and work of
The Eden Alternative
is guided by
The Ten Principles:

*The Eden
Alternative
Principle #*

1

The three plagues of loneliness, helplessness, and boredom account for the bulk of suffering among our Elders.

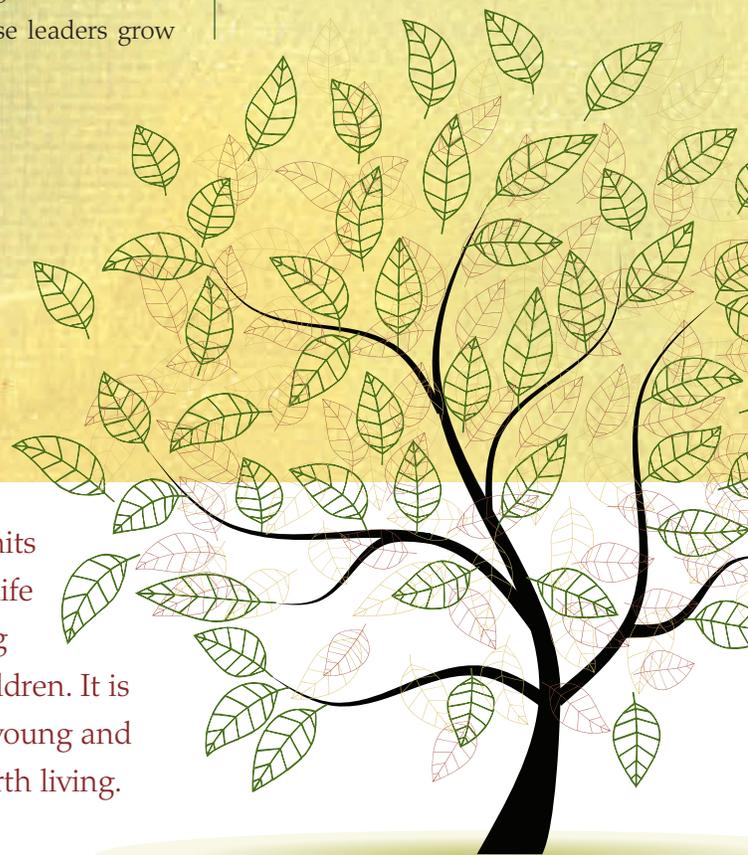
THE EDEN ALTERNATIVE IS CULTURE CHANGE...

“Culture change” is the common name for a global initiative focused on transforming care, as we know it, for Elders and individuals living with frailty and disability. It advocates for a shift from institutional models of care to person-directed values and practices that put the person first. Person-directed care is structured around the unique needs, preferences, and desires of the individual in question. Through this approach, decisions and actions around care honor the voices and choices of care recipients and those working most closely with them. Core person-directed values include choice, dignity, respect, self-determination and purposeful living.

Culture change values drive the transformation of both long and short-term living environments, as well as home and community-based settings. The transformation process involves changes in personal growth, the development of relationships, organizational practices, and physical environments at all levels and in all workforce models. The ultimate goal of culture change is better outcomes and quality of life for all involved in the giving and receiving of care.

As a comprehensive culture change model, The Eden Alternative focuses on creating Elder-centered communities — wherever Elders live — that thrive on close and continuing relationships, meaningful interactions, opportunities to give as well as receive, and a rich and diverse daily life. Elder-centered communities are places where treatment is the servant of genuine human caring, Elders are the daily decision-makers, and where wise leaders grow other leaders.

The Eden Alternative recognizes that promoting person-directed care means offering a philosophy based on guiding principles. Principle-based approaches offer both a shared language and direction, while providing the flexibility to respond to unique needs and circumstances. When it comes to person-directed care, step-wise approaches simply don't deliver, as they do not take into consideration how different and unique every individual is.



The Eden
Alternative
Principle #

2

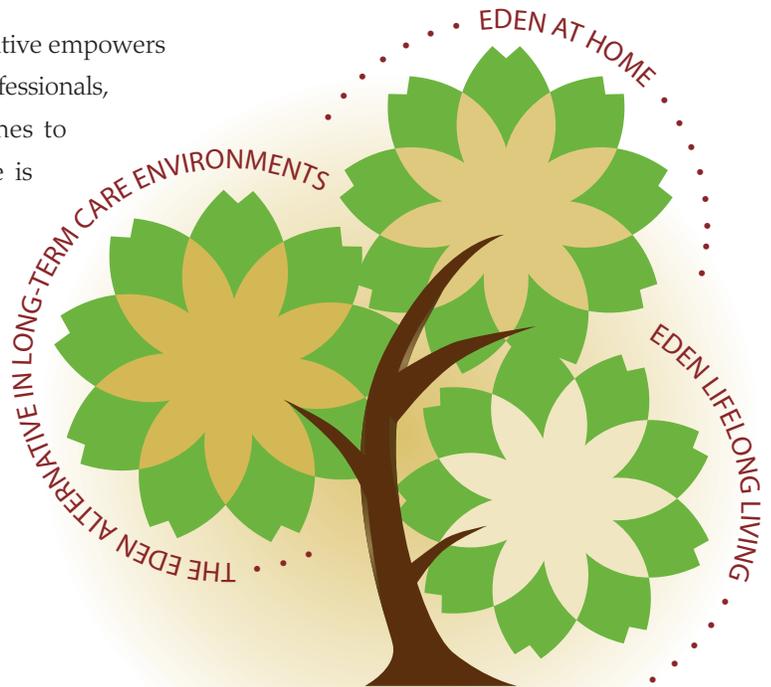
An Elder-centered community commits to creating a Human Habitat where life revolves around close and continuing contact with plants, animals, and children. It is these relationships that provide the young and old alike with a pathway to a life worth living.

WHEREVER ELDERS LIVE...

The Eden Alternative is an international not-for-profit organization dedicated to transforming care environments into habitats for human beings that promote quality of life for all involved. Our philosophy is a powerful tool for creating well-being for Elders, wherever they live, and those who collaborate with them as care partners. Research has shown this leads to improved quality of care and higher rates of satisfaction for everyone involved, while also benefitting the bottom line of provider organizations.

As a principle-based philosophy, The Eden Alternative empowers care partners, whether they are family members, professionals, or volunteers, to transform institutional approaches to care into the creation of communities where life is worth living.

We firmly believe that culture change unfolds one relationship at a time, and that deep change can only take root when the entire continuum of care is involved. A highly adaptable philosophy, The Eden Alternative currently offers three different applications of its Principles and Practices that acknowledge and support the unique needs of various care environments, ranging from the nursing home to the family homestead.



THE EDEN ALTERNATIVE PHILOSOPHY

The Eden Alternative is well-known for its original mission to transform the organizational culture of nursing homes and other institutional settings. Going strong for more than twenty years, we have over 25,000 Certified Eden Associates worldwide committed to inspiring change in the organizations where they work. Based on the belief that care is part of a continuum, regardless of where it is provided, we have created Eden at Home to apply the Eden Alternative's Ten Principles to home and community-based care. And finally, in partnership with the Seaton Foundation, Eden LifeLong Living promotes quality of life and well-being for individuals living with cognitive disabilities.

The Eden
Alternative
Principle #

3

Loving companionship is the antidote to loneliness. Elders deserve easy access to human and animal companionship.



"At Mission Health Services, we are dedicated to creating a vibrant living experience for Elders using the Eden Alternative Philosophy. All of the care communities in our Utah-based non-profit organization are Eden Alternative Registered Homes and more than 250 employees are Certified Eden Associates. We attribute excellent resident and family satisfaction ratings, low staff turnover (14% in 2010), and cultivated Elder-choice to our commitment to The Eden Alternative."

*Gary Kelso, President & Chairman
Mission Health Services
Salt Lake City, Utah*

THE EDEN ALTERNATIVE: TRANSFORMING LONG-TERM CARE ENVIRONMENTS...

In the early 1990s, Dr. Bill Thomas received a grant from the State of New York to pilot his vision for breathing new life into nursing homes. Originally called "The Dementia Project," this grant-funded initiative was his first opportunity to translate the Ten Principles into meaningful action. For three years, Bill and Jude Thomas worked side by side to fine tune the Eden Alternative Philosophy. Their efforts laid the foundation for the development of Certified Eden Associate Training, as a means for sharing this inspiring approach to care with other nursing homes. As demand grew for Certified Eden Associate Training, the Thomases realized that their mission to eliminate the plagues of loneliness, helplessness, and boredom could be achieved on a much broader scale.

What began as a set of principles has grown into a powerful model for ongoing growth and development. Today, The Eden Alternative continues to grow a robust circle of support in the U.S. and abroad that includes thousands of Certified Eden Associates, hundreds of Eden-Registered Homes, and an extensive cadre of Eden Mentors and Educators. This dedicated community works together toward meaningful culture change in institutional settings through continuing education and a commitment to maximizing quality of life for Elders and their care partners.

Implementation of The Eden Alternative impacts the physical environment, organizational structure, and psycho-social interactions of the home. Individual Principles highlight and guide different aspects of the culture change journey. In establishing goals for personal and organizational growth, organizations must consider how to best live out each Principle for the benefit of the Elders and their care partners, as well as the home as a whole.

The departmentalized, task-orientation of institutional models has created a culture in long-term care that is characterized by pessimism and cynicism. By moving away from top-down bureaucratic approaches to management and moving decision-making closer to the Elders, Edenizing organizations are creating a vibrant, empowered existence for the Elders they serve and the people who work closely with them.

*The Eden
Alternative
Principle #*

4

An Elder-centered community creates opportunity to give as well as receive care. This is the antidote to helplessness.

EDEN AT HOME:

APPLYING THE TEN PRINCIPLES TO HOME & COMMUNITY-BASED CARE...

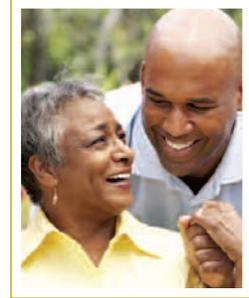
Several years ago we began to notice that more and more people were asking what The Eden Alternative could offer people living in the larger community. Given the growing aging population and consumer preference to receive care in the home, we recognized a powerful need for creative grassroots solutions at the community level. So began Eden at Home...

Eden at Home applies the power of the Eden Alternative's Ten Principles to improving quality of life for Elder(s) living at home and their care partners. By our definition, care partners include family, friends, neighbors, volunteers, home health professionals, and the Elders themselves. Eden at Home (EAH) emphasizes building collaborative care partner teams empowered by concepts central to person-directed care. It promotes a culture of meaningful care in our communities that does not see the needs of caregivers as separate from the needs of care receivers, but rather advocates for the well being of the whole care partnership. Working together, empowered care partner teams help to ensure the independence, dignity, and continued growth and development of all involved by eliminating loneliness, helplessness, and boredom for all care partners on the team.

Currently, three initiatives fall under the umbrella of Eden at Home. Based on a trainer certification model, the **Eden At Home Series** conveys the nuts and bolts of translating the Eden Alternative Principles to home and community-based care. Certified Eden at Home Trainers function as both facilitators of Care Partner Workshops and as change agents within their organizations, which may include non-profit, faith-based, or home health organizations, adult day services, hospices, and independent living communities. Eden at Home Care Partner Workshops can bring different stakeholders to learn together, creating a shared language between members of the entire care partner team.

Embracing Elderhood builds intergenerational relationships by pairing Elder Storytellers with Recording Partners, ages 16 and older. Together, they create the Storyteller's legacy, which is part life story and part gift to the world, as wisdom gained from a life fully lived.

Eden Apprentices are young people, ages 11 to 18 who are introduced to the Eden Alternative Principles. Living by example, these young change agents will play a crucial role in shifting the culture of care and perspectives on aging in our communities.



"Wind Crest, an Erickson Living independent living community, attributes our improvement in resident satisfaction to implementing Eden at Home. Wind Crest scored in the top 10% of 250 continuing care retirement communities surveyed nationwide in 2010. The Eden Alternative Philosophy supports our mission and culture, creating a richer, more meaningful experience."

*Craig Erickson,
Executive Director
Wind Crest
Highlands Ranch, Colorado*

"Hawaii-based Project Dana is an interfaith, compassionate care program that offers volunteer support to Elders living with frailty and disability. With a volunteer corps of 20 Certified Trainers – most of them Elders – we have delivered Eden at Home Care Partner Workshops to 336 care partners on the islands of Kauai, Maui, Hawaii and Oahu with high satisfaction ratings."

*Rose Nakamura,
Administrator
Project Dana, Hawaii*

The Eden
Alternative
Principle #

5

An Elder-centered community imbues daily life with variety and spontaneity by creating an environment in which unexpected and unpredictable interactions and happenings can take place. This is the antidote to boredom.



EDEN LIFE LONG LIVING:
CREATING QUALITY OF LIFE
FOR PEOPLE LIVING WITH
COGNITIVE DISABILITIES...

A recent U.S. Census Report estimates that cognitive disabilities (e.g., brain injury, developmental, intellectual disabilities, and mental illness) affect more than 16 million Americans aged 15 or older. More than half of the individuals have one or more disabilities that interfere with daily activities throughout their life span.

In early 2006, David Seaton heard an interview with Dr. Bill Thomas on National Public Radio about transforming long-term care in America. As Dr. Thomas explained the philosophy behind The

Eden Alternative, Seaton, who had owned and directed long-term care programs since the 1980s for individuals with cognitive disabilities in central Texas, became intrigued. In fact, Seaton had long held similar beliefs that long-term care should be about supporting continued growth and well-being rather than accepting stasis and decline.

This moment was the birth of Eden LifeLong Living, a non-profit organization committed to improving the quality of life and well-being of individuals living with cognitive challenges and those who collaborate with them. Following a successful 2008 Demonstration Project of the concept's applicability, the Seaton Foundation partnered with The Eden Alternative in 2009 to establish *Eden LifeLong Living* (ELL). When environments offer opportunities for growth, a sense of community, belonging and purpose, everyone wins!

"Eden LifeLong Living's partnership with The Eden Alternative has proven invaluable in expanding culture change initiatives to include individuals with disabilities. The Principles and Philosophy of The Eden Alternative provide a great framework to help transform long-term care settings for younger individuals, whose lives have been altered by disability. Eden LifeLong Living expands The Eden Alternative's commitment to providing a continuum of opportunities, focused on making long-term care a better place to work and live for all individuals."

*David Seaton, CEO
Eden LifeLong Living
San Marcos, Texas*

*The Eden
Alternative
Principle #*

6

Meaningless activity corrodes the human spirit. The opportunity to do things that we find meaningful is essential to human health.

THE EDEN ALTERNATIVE:
THE INTERNATIONAL JOURNEY...

In August 2010, the Australian edition of *Aged InSite Magazine* listed The Eden Alternative as one of the top ten most influential innovations in aged care. As a person-directed care philosophy, The Eden Alternative is relevant to many cultures across the globe.

We have developed an exceptional team of International Eden Alternative Regional Coordinators dedicated to sharing the Ten Principles with people around the world.

Currently, we have Regional Coordinators in Eastern and Western Canada, Japan, Australia, New Zealand, the United Kingdom, Germany, Denmark, Sweden, the Faroe Islands, Iceland, and the Netherlands. As the world ages, the demand for innovative care solutions will continue to spread across the globe.

In the spirit of person-directed practice, Regional Coordinators work closely with the Eden Alternative Home Office to ensure that our educational offerings and materials speak to the unique needs and customs of the cultures they represent. Through a licensing agreement, Regional Coordinators are encouraged to grow The Eden Alternative in a manner that inspires change and best supports their country's distinctive system of care services.



"The Eden Alternative has been practiced throughout Scandinavia and Northern Europe for the past ten years. Seven countries are overseen by International Regional Coordinators and implementation is sustained by nearly 3,000 Certified Eden Associates. All resources produced, including training materials, are translated into the appropriate language and used universally. Europe has a single Register of Associates enabling movement of employment across countries. In the last 12 months alone, new International Regional Coordinators have joined us from the Netherlands, Sweden, Germany and Iceland and interest is growing in Hungary, the Czech Republic and Italy!"

*June Burgess (on behalf of Eden Europe)
International Regional Coordinator
The Eden Alternative United Kingdom & Ireland*

The Eden
Alternative
Principle #

7

Medical treatment
should be the servant of
genuine human caring,
never its master.



GROW & LEARN WITH US...

“Human life should never be separated from human growth.”

Education is at the core of everything we do. The ultimate goal of The Eden Alternative is to inspire and empower care partner teams to achieve successful application of person-directed practices across the continuum of care. It is said that education is the antidote to fear. As we face the reality of a health care system that is ill-prepared to meet the needs of a growing aging population, improving the quality of care is a responsibility we all must share. As care professionals and community citizens, we need practical tools and meaningful approaches to care that empower each of us to become part of the solution.

Recognizing that different people learn in different ways, we offer a wide variety of educational opportunities. Our offerings are designed to help organizations and individuals revolutionize the culture of aging and care in their organizations and in their wider communities.

Eden Guides...

As a new service, we are introducing our Eden Guides, a team of qualified facilitators prepared to offer firsthand support, via The Eden Alternative's Path to Mastery™ and the portfolio of educational offerings that support it.

Eden Guides will share with leadership teams actual hands-on experience in transforming long-term care organizations with The Eden Alternative.

Interactive Training...

At The Eden Alternative, we understand that to open minds, you must open hearts first. We offer an assortment of participatory training experiences that honor this natural evolutionary process. Our Open Hearts Series features our foundational offerings, which inspire participants to reframe perceptions and develop a solid understanding of the Ten Principles. Our Open Minds Series takes the learning deeper, by providing a powerful opportunity to refine awareness and strengthen specific skills needed to effect change.

Webinar Education...

Our webinar series is a user-friendly way to reach large numbers of people at an affordable price. We offer both free and fee-based events, including topics such as leadership, staff stability, meaningful engagement, surplus safety, teamwork, and best practices in person-directed care.

The Eden Alternative International Conference...

We host a bi-annual International Conference that attracts people from around the world to share stories and learn new skills designed to support the Eden Alternative journey. Participants have the opportunity to connect and build relationships that expand an already extensive international support network.

Consultation Services...

Our team of consultants covers issues ranging from pre-design consultation, sharing The Eden Alternative with those living with dementia, dining services, and the business case for The Eden Alternative.

Products, Materials, and Ongoing Support...

We offer a variety of educational materials through our Eden Alternative Store, including our Paradigm Buster Series, DVDs, and books by Dr. Bill Thomas and other culture change leaders affiliated with The Eden Alternative. We also provide an array of other ongoing support options that include a peer-to-peer support network; bi-weekly newsletter; webinar conversations with Co-founder Dr. Bill Thomas; research and data; a participatory, information-rich blogstream through ChangingAging.org; and the opportunity to connect through state coalitions for culture change.

The Eden
Alternative
Principle #



An Elder-centered community honors its Elders by de-emphasizing top-down bureaucratic authority, seeking instead to place the maximum possible decision-making authority into the hands of the Elders or into the hands of those closest to them.

THE EDEN ALTERNATIVE REGISTRY...

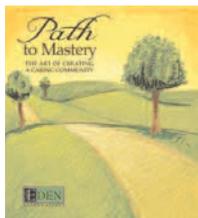
For more than ten years now, Eden Alternative Registered Homes have been implementing our Philosophy and Principles. Joining the Eden Registry highlights your organization as one that is stepping up to create a life worth living. Today, there are hundreds of Registered Homes nationwide. Their best practices frame a clearinghouse of information, techniques, and support they can both learn from and share with other organizations on a culture change journey.

Culture change via The Eden Alternative is a never-ending process and requires a strong commitment from leadership to drive the changes over time. The Eden Registry serves as an honor society for those organizations committed to building inspired Human Habitats.

The benefits of belonging to the Eden Registry include:

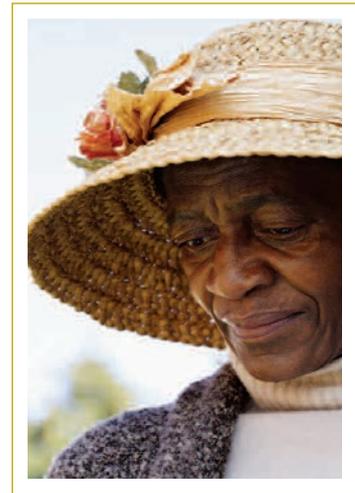
- ✦ Use of our name and logo in your advertising;
- ✦ A subscription to "The Vine," a best-practices newsletter;
- ✦ Participation in a powerful peer support network;
- ✦ Quarterly teleconferences, some featuring Dr. Thomas;
- ✦ Discounts through our value-added partnerships;
- ✦ Access to an array of free resources and tools;
- ✦ Ability to assess progress on measures related to Registry peers;
- ✦ A link to your organization on our website; and
- ✦ Continuing education through the Path to Mastery™.

The Path to Mastery™ includes tools and resources designed to set up Registered Homes for success, while providing a method to track progress along the way.



The word "path" refers to how the creation of a Human Habitat is a never-ending journey. The word "mastery" reflects the ongoing growth that organizations experience with the Eden Alternative Philosophy. The Path to Mastery has four Milestones, each filled with numerous outcome steps related to personal, organizational and physical transformation. Progress is taken in small steps over time, and new skills are mastered and incorporated into the whole of the organization before the next steps are taken.

In early 2012, the Eden Registry will continue to grow, and expand its offerings to the entire care continuum by reaching out to organizations that support home and community-based care.



"The path is part of the journey, and is to be enjoyed as much as the destination!"

WE OFFER RESULTS

In today's economy, leaders must make hard choices regarding how, when, and where to apply resources. Access to evidence-based research and data is crucial to informed decision-making. In response, we have formed the Eden Alternative International Research Committee to coordinate and disseminate research related to the impact of The Eden Alternative on the lives of individuals in a variety of care environments.

The Texas Long Term Care Institute conducted a two-year study of The Eden Alternative across six homes and yielded the following results:

- ⇒ 60% decrease in Behavioral Incidents
- ⇒ 57% decrease in Pressure Sores
- ⇒ 48% decrease in Staff Absenteeism
- ⇒ 25% decrease in Bedfast Residents
- ⇒ 18% decrease in Restraints
- ⇒ 11% increase in Census

A study performed by Elmhurst Extended Care, an Eden Alternative Registered Home in Rhode Island revealed these additional benefits of implementing The Eden Alternative:

- ⇒ Turnover decreased from 46% to 4%
- ⇒ Agency nursing hours reduced to 0
- ⇒ Overtime decreased by more than 50%
- ⇒ Employee injuries reduced by 63%
- ⇒ Fundraising increased by more than 50%

A two-year pilot project of Eden at Home in partnership with AARP revealed the following outcomes six months after 247 care partners experienced the Eden at Home Care Partner Workshop:

- ⇒ 2 in 3 participating care partners said the training received was still extremely or very useful over time;
- ⇒ 8 in 10 participating care partners felt they had changed their outlook on giving and receiving care;
- ⇒ Over 1/2 of the participants experienced positive changes in relationships with Elder care partners
- ⇒ 7 in 10 participants reported positive changes in relationships with other care partners (family, friends, volunteers, and/or professional support)



"Can we show that The Eden Alternative exerts a measurable impact?"

Yes. Our research has led us to hypothesize the existence of an 'Eden Alternative Effect.'"

— Dr. Bill Thomas

The Eden
Alternative
Principle #

10

Wise leadership is the lifeblood of any struggle against the three plagues. For it, there can be no substitute.





WELCOME TO THE STORY...

The Eden Alternative Mission

To improve the well-being of Elders and their care partners by transforming the communities in which they live and work.



ALTERNATIVE®

It Can Be Different

The Eden Alternative, Inc.
P.O. Box 18369
Rochester, New York 14618

(585) 461-3951
fax: (585) 244-9114

opm@edenalt.org
www.edenalt.org