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## NEWS RELEASE

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For Immediate Release

### **My InnerView and University of Wisconsin-Eau Claire Announce New Online Health Management Certificate Program for Senior Care Professionals**

***My SeniorCare Edvantage designed to provide professionals with education to better serve residents, families***

WAUSAU, Wis., July 21, 2009 – My InnerView, the leading provider of senior care quality improvement tools and solutions, and the University of Wisconsin-Eau Claire, today announced the creation of the My SeniorCare Edvantage Program, an online health management certificate that balances the realities of running a senior care business with the needs and preferences of those that matter most—the customers and residents served.

The goal of My SeniorCare Edvantage is to help individuals develop leadership and entrepreneurial skills needed to better serve residents, manage current operations, and capitalize on future opportunities. Individuals pursuing licensure as a nursing home administrator, individuals seeking professional development to advance their education and individuals interested in a job transition to the long-term care field will find course-content tailored to their learning objectives.

“This collaboration brings together two leaders—one in quality improvement in the senior care sector and the other in higher-education and distance learning,” said Neil Gulsvig, president, My InnerView. “Our goal is to deliver a program that brings high quality, cost effective education to senior care professionals so that individuals and organizations as a whole can better serve residents and their families.”

The certificate consists of 11 NAB-approved courses that cover topics such as person-focused care, evidence-based quality, data management, finance, human resources, marketing, laws and regulations and leadership. Courses are taught online, can be taken individually, and have no on-campus requirement. Courses will be taught primarily by UW-Eau Claire faculty, with consultation through My InnerView leadership and staff.

“Students earning the My SeniorCare Edvantage certificate can expect to learn best practices for operating senior care organizations, strategies in developing quality assurance processes and ways to proactively plan for dynamic changes in the senior care profession,” said Douglas Olson, PhD, director of the University of Wisconsin-Eau Claire Center for Health Administration and Aging Services Excellence. “Our goal is to raise the level of management proficiency and bench strength of senior care organizations so that ultimately, professionals, and organizations as a whole, can better serve residents.”

(more)

The first My SeniorCare courses will be offered fall 2009. Students can register for courses on the program's website at [www.myseniorcareedvantage.com](http://www.myseniorcareedvantage.com) Additional registration information is available from Cynthia Hofacker, My SeniorCare Edvantage program coordinator, at (715) 836-2488 or [hofackcm@uwec.edu](mailto:hofackcm@uwec.edu)

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About My InnerView: By maintaining the senior care profession's largest database of customer and workforce satisfaction metrics, My InnerView is able to provide leaders in assisted living, senior housing, and skilled nursing professions with the information to properly align their operational practices to improve performance and business outcomes. My InnerView provides quality improvement resources to more than 8,000 senior care providers across the nation and is the leading provider of satisfaction assessment surveys and actionable reports to the senior care profession.

About UW-Eau Claire Center for Health Administration and Aging Services Excellence: The University of Wisconsin-Eau Claire Center for Health Administration and Aging Services Excellence (CHAASE) serves the ever-changing health care needs of the upper Midwest. Established in 2000, CHAASE is a unique partnership that combines the energy of academia, provider organizations and professional associations. CHAASE provides financial and program support to the UW-Eau Claire health care administration program, one of seven NAB-accredited undergraduate health care administration programs in the United States.