

ACHCA MEMBERS INVITED TO ADD THEIR FACILITY PROFILES ON SENIOR HOUSING SEARCH ENGINE, FREE OF CHARGE

SNAPforSeniors has invited all College members to complete their facility's Profile Page on www.SNAPforSeniors.com, a national search engine offering consumers senior housing and care options, including:

Nursing Care & Rehabilitation
Assisted Living & Residential Care
Continuing Care Retirement Communities & Multi-level Care Facilities
Independent Living & Residential Care

There is no cost associated with completing the profile.

Founded in 2005, SNAPforSeniors provides a database of all licensed senior housing in the U.S., as well as a growing number of independent living communities. SNAPforSeniors (which stand for Search New Available Places) licenses its data and search tools to leading third party websites such as hospitals, non-profit organizations, and various commercial entities serving seniors and their families. By completing a Facility Profile, College members will gain exposure on the websites of multiple organizations across the country – including the first national online dementia-specific senior housing database (Senior Housing Finder), to be launched by the Alzheimer's Association this November.

SNAPforSeniors functions much like a regular search engine, allowing users to search by various geographic criteria, name of residence, housing type, availability status and license type. An advanced search option will also be available, which allows users to screen for desired lifestyle amenities and care services, including any specific level of dementia care offered.

There are a number of benefits associated with completing a SNAP-Profile, including:

- Free, qualified, direct consumer leads
- Better resident matches, translating into increased retention and better outcomes
- A detailed web page showcasing the care services, security, dietary options, transportation, accommodations, activities, and lifestyle amenities offered
- A national online presence connected to the trusted name of the Alzheimer's Association.

In addition to the free listing, a photo gallery and availability posting service are offered for a nominal fee. The photo gallery includes a picture array with 12 high-quality photographs, and three 360° virtual tours. Availability posting allows you to show that you are currently accepting residents, which automatically moves you to the top of all qualified searches. Both upgrade options enhance a listing to increase the visibility for users of SNAPforSeniors.

To complete a free SNAP Profile, visit www.SnapforSeniors.com. College members are encouraged to call SNAPforSeniors Customer Service with any questions at 206-575-0728 or 1-888-651-SNAP (7627).