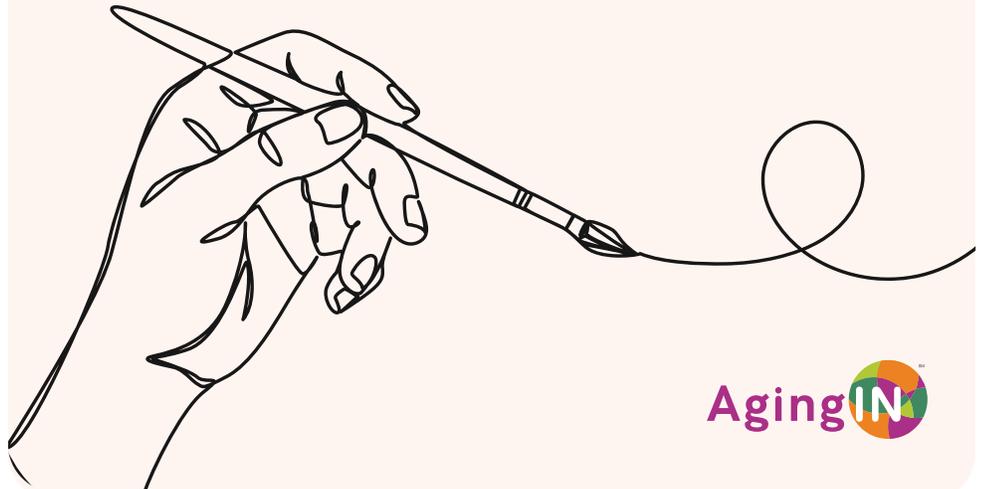




# AgingIN:

**We are the PEOPLE People.**

*Uniting person-directed living,  
workforce education and operational  
excellence for cultures that thrive.*



AgingIN



*AgingIN delivers the framework, tools, and evidence-based strategies that bring workforce education, wellness, and person-directed living to life—turning research into practice and purpose into measurable impact.*

For decades, reformers, caregivers, designers, and visionaries have challenged the status quo, proving there's a better way to live, work, and grow old.

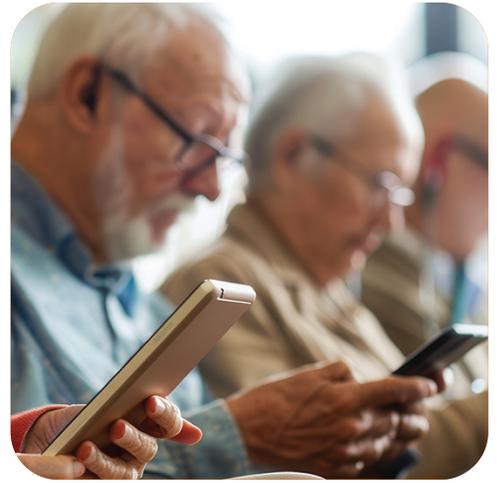
- They believed care should feel like home.
- That dignity isn't earned, rather it's owed.
- That joy, autonomy, and purpose belong in every stage of life.

From that vision came two groundbreaking movements that redefined aging:

- The Pioneer Network, which ignited the national culture change movement and brought humanity back into care environments.
- The GREEN HOUSE® Project, which reimaged skilled nursing as real homes where life, relationships, and rhythms come first.

Those ideas started small but grew into a national movement and today, through the unification of Pioneer Network, The Green House Project, and the Center for Innovation, AgingIN carries that mission forward.

We've re-shaped decades of proven education, practices, and intellectual property and made them accessible to every care setting, from assisted living and memory care to PACE programs, small homes, and skilled nursing.





## Our offerings **include:**

- **Workforce & Leadership Education Programs:** That give care professionals the empowerment, dignity, and practical tools they need to succeed, strengthening culture, improving retention, and elevating outcomes across all levels of the organization.
- **Operational Excellence Coaching & Consulting:** To meet you where you're at. Starting with baby steps or taking on bigger initiatives at a time.
- **Policies & Procedures Frameworks:** With coaching that helps teams align operations with person-directed values.
- **Financial Feasibility Modeling:** To guide your organization's next strategic steps in building or repositioning.
- **Architectural & Design Assistance:** Design charrettes with architectural and designer selection guidance.
- **Education & Coaching:** Inspiration and guidance to C-suite leaders and middle managers with empowering education for care professionals.

Whether you're seeking immediate operational wins or long-term transformation, AgingIN meets you where you are, with clarity, compassion, and a plan.

Get started today: call (410) 844-6566 or visit [AgingINnovation.org](https://AgingINnovation.org).

## SERVICES

# Comprehensive Services for **Leaders** Across the Continuum.

## *AgingINsite Assessment*

### ***The Perfect Place to Begin.***

When your leadership senses change is needed but you don't quite know where to begin, the AgingINsite Assessment helps you see clearly.

AgingIN spends time on-site: meeting leaders, care teams, and residents, reviewing your culture, operations, and pain points. Then we deliver a candid report plus a custom roadmap of both incremental improvements and bigger leaps.

It's a low-lift, high-value engagement, simple to schedule, unobtrusive in your daily operations, and carried out in a spirit of genuine partnership. The AgingIN team works with you to uncover opportunities and spark meaningful progress at pricing starting at just \$7,500 for this one-time engagement.

## *How We Work*

### ***Where Learning Meets Doing.***

Our senior-level experts in operations, wellness, dining, and person-directed living have been championing person-directed living for decades. Their presence brings calm confidence, deep experience, and contagious optimism to every community they serve.

Whether you're tackling workforce challenges, launching a new initiative, or reimagining daily life for residents, AgingIN provides the right blend of learning, coaching, and implementation to move you forward with confidence. Communities that take advantage of our education services experience a higher employee retention rate.



## SERVICES

Service Area	Education	Operational Support	Research
Leadership & Team Development	Leadership intensives, coaching, and workforce culture education	Implementation of culture change practices and team empowerment strategies	-
Memory Care (Best Life Model)	Best Life™ dementia education and care partner training	Environmental redesign, program consulting, and team coaching	Ongoing studies in dementia-rights and person-directed living
AL, IL, MC, Skilled Consulting	Person-directed living education and leadership training	Culture and environment assessments, daily rhythm redesign, and risk-balance coaching	Connecting researchers to skilled nursing settings
Operational Culture Consulting	Education for dining, health, and wellness leaders	Policy alignment, departmental collaboration, and workforce engagement	-
Education Development	State coalitions, webinars, and workshops	Integration of learning into daily operations	Collaborative data collection on outcomes
Workforce Development	Education for frontline care professionals on person-directed living and empowered teamwork	Coaching for leadership teams on building, sustaining, and celebrating empowered cultures	Studies on workforce satisfaction, retention, and engagement outcomes

## **SERVICES**

### *Workforce Development*

**For Leadership & Teams: Grow leaders, build care professional confidence, empower strong cultures.**

Experiencing joy at work is a major indicator of care quality. AgingIN helps your team to develop the skills, mindsets, and habits that sustain quality operations and move your organization closer to person-directed living, JOYFULLY – increasing attraction and retention of your workforce.

- Workforce education, morale and engagement solutions
- Executive and C-suite education and coaching
- Culture-shift strategies tailored to readiness
- Full programs offering leadership and care professional education simultaneously

### *Operational Support Paired With Education*

#### **Memory Care**

**Empowerment, engagement, and dignity built into daily life.**

AgingIN helps you create memory care environments where individuals living with dementia are seen as capable, creative, and deeply human.

- Evaluate current care approaches and environments
- Education on communication, relationship-building, and sensory engagement
- Redesign daily routines to support autonomy, movement, and joy

#### **The Best Life<sup>SM</sup> Memory Care Model**

Created by AgingIN in 2017, Best Life is a holistic approach grounded in dignity, choice, and the belief that people with dementia deserve to live fully.

Its four principles:

1. Power of Normal: Support life in the least restrictive, most natural, residential environment possible.
2. Focus on Retained Abilities: Emphasize connection, purpose, and participation.
3. Dignity of Risk: Honors that risk is a normal part of living.
4. Advocacy: Promote access to experiences and voice.

Beyond locked doors, we help you build dementia-inclusive communities where people thrive in open spaces, fresh air, and meaningful relationships.

## ***Skilled Nursing***

The hardest work in aging services. The greatest opportunity for change.

Skilled nursing is where the culture change movement began. Decades ago, the Pioneer Network and Green House project sparked a quiet revolution in these settings, challenging institutional norms and proving that true care begins with dignity, autonomy, and human connection.

Building on that legacy, AgingIN helps skilled nursing communities evolve from survival mode to renewal. We've spent decades leading reform in these environments, and we know what it takes.

- Comprehensive culture and environment assessments
- Person-directed education for all staff
- Leadership and workforce development
- Dining and rhythm redesign that restores humanity to daily life
- Risk-assessment coaching that balances safety and autonomy
- Lifestyle revitalization that reconnects people with nature, light, and purpose

Because no one should be asked to live or work in a place they wouldn't choose themselves.



## **SERVICES**

### *Operational Culture:*

From philosophy to practice, every detail matters. Culture touches everything: dining, health services, wellness, activities, housekeeping, and HR. Our team helps align every operational layer with your person-directed mission—because when relationships are strong, communication flows, trust grows, and everything works better.

- Policy and procedure redesign for both compliance and compassion
- Departmental coaching for dining, nursing, and wellness teams
- Workforce culture activation, making work engaging, meaningful, and fun
- Cross-department collaboration for seamless, resident-centered living

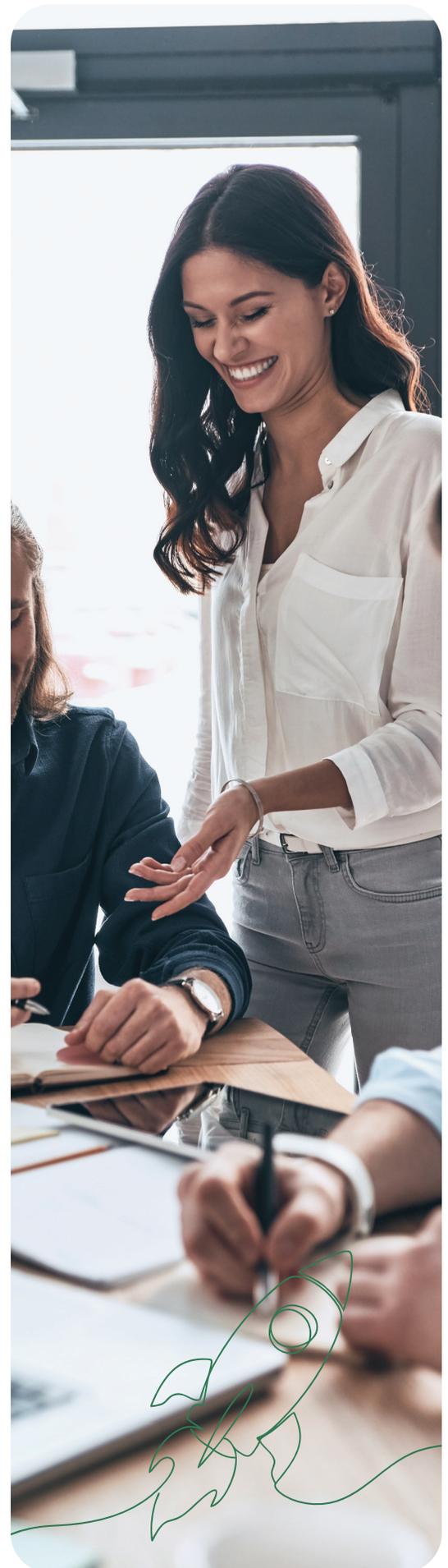
### *Leadership Coaching*

***Train smarter. Lead better. Stay longer.***

Education at AgingIN isn't a one-time event, it's the engine that drives every sustainable culture.

We don't do PowerPoints and walk away. We teach, coach, and follow through.

- Leadership intensives and workshops
- Care partner training grounded in person-directed principles
- Best Life memory care education
- Skilled nursing workforce development
- Policy and communication training
- State coalition learning events and webinars



## **SERVICES**

### *Education*

#### **Grow People. Grow Loyalty.**

Educational opportunities aren't just a "nice to have"—they're a strategic advantage. Research shows that learning and development are among the top drivers of workforce attraction and retention. When people feel valued, equipped, and inspired, they stay—and that's the foundation of a thriving community.

At AgingIN, education is never theoretical. Every offering is grounded in lived experience and built for immediate use. From the C-suite to the care floor, we help teams turn knowledge into action and action into measurable progress.

#### **Education With Application Creates Lasting Change**

We don't sell curriculum—we build capacity. Every session, every workshop, and every policy rewrite is designed to make change real, so your team knows better, does better, and feels better. Education is delivered in a variety of ways—online, through webinars, in-person trainings, and at AgingIN symposiums—meeting organizations where they are and helping teams put learning into action.

Education and coaching touchpoints include:

- **Leadership Intensives** for executives, directors, and managers ready to lead transformation with confidence
- **Care Partner Training** grounded in person-directed principles that elevate dignity and daily life
- **Memory Care Education** built around the Best Life<sup>SM</sup> model and the latest brain science
- **Skilled Nursing Staff Development** that improves outcomes and reduces turnover
- **Policy & Practice Education** to help teams shift language, mindset, and operations
- **Train-the-Trainer Models** that build internal expertise and ensure lasting consistency
- **Coalition Learning Events** that connect providers, regulators, and care teams for shared learning

Whether you're starting a culture shift, onboarding new leaders, or rebuilding team morale, AgingIN provides the learning framework to help your goals take root and grow.

Because when education sticks, cultures strengthen—and communities thrive.

## **SERVICES**

### *Research Partnerships & Collaborations*

Where academic rigor meets real-world application in the pursuit of better aging.

AgingIN both collaborates on research and translates that research into practice, giving academic partners a trusted, real-world laboratory for innovation. That's why scholars love working with AgingIN: our models are evidence-informed, and our communities are eager to put new knowledge to work.

We connect academic researchers with care communities that want to advance the science of aging, dementia, workforce culture, and person-directed living, and we invite scholars to study the measurable impact of our own models, from memory care to skilled nursing transformation.

#### ***AgingIN Research Involves:***

- Connecting researchers with long-term care settings for studies on aging, dementia, workforce, and environment
- Collaborating with scholars to measure outcomes of AgingIN's person-directed and operational approaches
- Translating the latest academic insights into actionable tools, policies, and training for providers

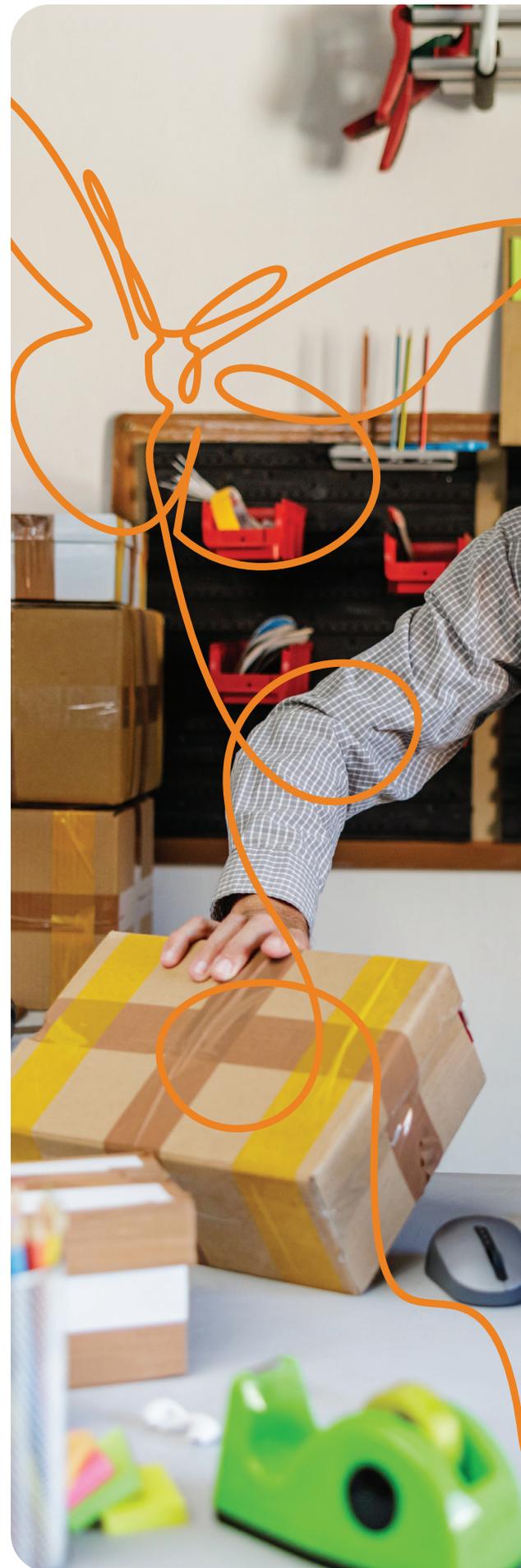
Together, we're moving the conversation beyond good intentions to proven, repeatable results.

#### ***What We Measure:***

Resident autonomy • Team retention • Health outcomes • Environmental effects on well-being • ROI of culture change

Let's Advance the Field, Together.

Connect with us at [AgingInInnovation.org/Research](https://AgingInInnovation.org/Research).





## **A BIG TENT**

### **Collaboration in Action.**

*As the National Coordinating Center for State Coalitions, AgingIN unites grassroots advocates across the U.S. and partners with nonprofits worldwide to expand the reach of person-directed living and operational excellence.*

Real culture change in aging starts at every level—from the boardroom to the break room, the community center, and the countless conversations between people who care. That’s the heart of AgingIN’s State Coalitions—a volunteer-driven network of care partners, providers, advocates, and regulators working to advance dignity and person-directed living nationwide.

As the National Coordinating Center, AgingIN supports coalitions with toolkits, leadership training, national exposure, and a shared digital home—helping culture change take root from the top down and the inside out.

Each coalition looks a little different, but all share one goal: moving culture change forward where people live and work.

#### **Together, they:**

- Host workshops, webinars, and community conversations
- Connect providers and regulators to collaborate instead of compete
- Share resources, best practices, and workforce innovations

AgingIN also partners freely with nonprofits such as LeadingAge, Global Small House Alliance, NAHCA, and others, sharing knowledge and expanding impact nationally and globally.

As a nonprofit, we believe no money means no mission: our consulting and education services fund the volunteer and coalition work that remains free to participants, ensuring the movement that began with the Pioneer Network continues to thrive.

When we all share knowledge, support leaders, and strengthen communities, culture change grows and endures.

Let’s get started! Call (410) 844-6566 or [AgingInInnovation.org](https://www.AgingInInnovation.org).



## JoinIN.

*Because when you put people first, you don't just change care—you change lives.*

(410) 505-7053

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