

# HELPING LIFE CARE RESIDENTS AND FAMILIES MAKE TOUGH DECISIONS ABOUT TRANSITIONING TO HIGHER LEVELS OF CARE



Jennifer FitzPatrick • MSW • LCSW-CCSP  
CSP • Speaker • Author

Former psychotherapist Jennifer L. FitzPatrick is the author of *Reimagining Customer Service in Healthcare* and *Cruising through Caregiving: Reducing the Stress of Caring for Your Loved One*. Her advice has been featured in *MD Linx*, *Healthcare Finance*, *Daily Nurse*, *Healthline*, *AARP.org* and countless other international legacy media outlets.

With over 20 years' experience in healthcare management, sales, marketing and clinical, Jennifer holds a Master of Social Work (MSW) and is one of less than 800 Certified Speaking Professionals (CSP) worldwide.

Her programs help life care communities:

- influence residents to move to higher level of care when appropriate
- negotiate tough conversations with residents and families with a customer-first mindset
- reduce staff burnout and compassion fatigue while boosting occupancy



## Sample Keynote Topics

Do you have the chronic problem of residents languishing for years in independent living when they really need more help? If your residents are reluctant to move to the higher levels of care at your life care community, we can help! These customized programs provided by former psychotherapist and Jennifer L. FitzPatrick and team disrupt moving-hesitancy so common in residents and their family members.

### Sweet Dreams: Reimagining Caring for Your Older Loved One So You Sleep Better at Night

This presentation helps family caregivers of residents who are "propping up" their loved one who lives in independent living break out of denial and take action steps toward moving to a higher level of care.

### Negotiating Quality of Life as You Both Move through the Aging Process

This presentation helps both family caregivers of residents AND decisional life care community residents consider the physical, psychological, and cognitive risks of lingering in independent living when it's no longer a good fit.

### What a Good Life Looks Like when Your Loved One Has Dementia in a Continuing Care Retirement Community

This presentation inspires family caregivers or residents who have dementia to embrace different levels of care and special services your life care community offers.

### Ask the Author

These individual consulting sessions offer a private Q&A with former psychotherapist Jennifer FitzPatrick with family caregivers of residents and decisional life care community residents.



# TESTIMONIALS

"Jennifer FitzPatrick is a true partner who helps us exceed our marketing goals. Her engaging presentations are customized based on each community's unique challenges and the needs of each audience. We appreciate Jennifer's positive mindset, flexibility and solution-oriented approach to working with Erickson Living."

**-Christy Dennis, Strategic Marketing Director, Erickson Senior Living**

"Jennifer recently spoke to our sales team about how to successfully boost occupancy through community and professional events. We appreciated how she asked good questions and listened to our goals before crafting a customized presentation that was perfect for our meeting and relevant to our team. I highly recommend Jennifer's services to senior living and healthcare organizations who want to grow."

**-Andrea Marchesotti, National Sales Director, Artis Senior Living**

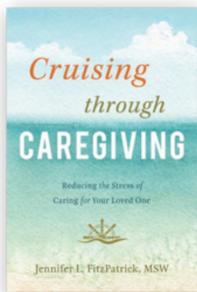
"Jennifer was our opening keynote speaker, and she did a tremendous job inspiring our members with actionable ideas on how to provide excellent service while dealing with staffing challenges. She worked hard to customize content for our audience by interviewing members ahead of time, creating a "teaser" video and providing an article to build excitement about her topic prior to our event. A true professional, she was not deterred by some minor A/V snags encountered at our conference. I recommend her if you'd like an easy-to-work-with, high-energy speaker with content-rich topics."

**-Mike Pochowski, President & CEO, WALA**

"She was extremely easy to work with and a delightful person. Some comments received for her presentations: 'Should invite back for future topics'... 'knowledgeable and held audience attention'... 'really, really enjoyed this topic' and 'very good speaker and engaging'."

**-Judy Hackler, Executive Director, VALA**

# BOOK REVIEWS



"Ms. FitzPatrick guides you through a discussion of concerns common to all caregivers while encouraging you to take care of yourself."

**—Sandra Swantek, MD, FAPA, Chief, Geriatric Psychiatry, Rush University Medical Center**

"This is a useful resource from someone with vast experience, both as a gerontologist and a caregiver."

**—Kimberly Williams-Paisley, Actor and New York Times best-selling author of Where The Light Gets In**



"Jennifer's book for healthcare leaders is a great reminder for how we as healthcare professionals need to respond to our clients. As a pharmacist, it's easy to get caught up in trying to multi-task and get the job done in an efficient manner. But her book reminded me that whatever healthcare situation the client or patient is in, they are probably not there by choice, so I need to slow down and communicate to them like I would want to be communicated with."

**—Lee Allison Boris, RPh, Licensed Consultant Pharmacist, Express Care Pharmacy**

# PARTIAL CLIENT LIST

Alert Pharmacy Services  
Alzheimer's Association  
American Case Management Association  
Anne Arundel Medical Center  
Bayleigh Chase  
Belmont Village Senior Living  
Brook Groves  
Covenant Living  
Erickson Senior Living  
Houston Methodist West Hospital  
Jefferson University Hospitals

Johns Hopkins Hospital  
Keystone Senior Living  
Maryland Masonic Homes  
National Lutheran Communities & Services  
New York Health Facilities Association  
Simpson House  
Northbridge Communities  
Society for Social Work Leadership in Healthcare  
Sunrise Senior Living  
The Village at Rockville

Featured in:



[jenerationshealth.com](http://jenerationshealth.com)

Ready to discuss how Jennifer can help your senior living audience?

Contact Jen at 443-768-3925  
to schedule a presentation today!  
[jen@jenerationshealth.com](mailto:jen@jenerationshealth.com)