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**EPIPHANY SENIOR HOUSING RECEIVES *CONFIDENT CHOICES*
QUALITY DESIGNATION IN 2012**

Minnesota consumers have a new tool to find senior housing communities committed to higher standards of quality and customer satisfaction

St. Paul, Minn. (November 2012) – Epiphany Senior Housing has been awarded the Confident Choices for Senior Living (Confident Choices) designation, joining nearly fifty other senior housing communities across Minnesota to receive this unique recognition in 2012. The Confident Choices program is the first program in Minnesota to offer consumers a way of finding senior living communities that demonstrate higher standards of quality and customer satisfaction.

“Consumers today can choose from a wide and growing variety of senior housing options to meet their unique needs,” said Mary Youle, Vice President of Housing and Community Services for Aging Services of Minnesota. “Confident Choices offers seniors and families the peace of mind that their new community has gone the extra mile to provide the very best experience for its residents. When you’re researching options for your next home, look for the Confident Choices seal.”

Higher Standards for Consumer Confidence

The Confident Choices program was designed by Aging Services of Minnesota, the state’s largest association of organizations that serve older adults. The requirements for Confident Choices designation have been developed by experienced senior housing providers and are focused on areas of operation that have a direct impact on the resident experience. Providers who meet Confident Choices standards are working hard to ensure each individual resident has the best possible experience.

In addition, an Advisory Council of respected consumer advocates and experts, including AARP, the Minnesota Board on Aging and the Minnesota Long-Term Care Ombudsman and the University of Minnesota, play a vital role in shaping Confident Choices standards.

“Epiphany Senior Housing strives to provide quality, compassionate care while assisting the residents with his/her health needs. In addition, it is important for us to build a sense of community that fosters wellbeing for our residents and staff. We value honesty, integrity, providing excellent, responsive and courteous services to residents in a faith-based community.” Mary McCarty, Executive Director, Epiphany Senior Housing.

Rigorous Standards, Ongoing Review

To become a Confident Choices senior housing community, applicants must complete a rigorous application process that includes peer reviews and on-site evaluations. In addition, each provider must reapply for Confident Choices recognition every two years. These high standards of quality and accountability are designed to ensure consumers can be confident about the information they have gathered as they search for a new home.

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Some areas of evaluation for the Confident Choices designation include:

- **Quality** – The provider embraces best practices and operating standards that directly influence resident quality of life.
- **Professional Experience** – Experienced managers and staff receive training beyond mandatory requirements.
- **Customer Satisfaction** – The provider measures and responds to changing customer needs.
- **Ethical Conduct** – The provider embraces and is accountable to the highest standards of ethical integrity and professional standards.

Recognized by Senior LinkAge Line

In 2011, the Senior LinkAge Line®, operated by the Minnesota Board on Aging, added the Confident Choices designation to its database of senior care providers, found at www.MinnesotaHelp.Info. This offers consumers a valuable new tool as they gather information about assisted living and other senior living communities in their area.

[Click here](#) to find a Confident Choices for Senior Living community in your area, or call the Senior LinkAge Line® at 1-800-333-2433.

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About Aging Services of Minnesota

Aging Services of Minnesota is the largest association of organizations serving Minnesota seniors. Our mission is simple – to improve the lives of Minnesota seniors and families by leading change and innovation in the field of older adult services.

Our membership encompasses over 1,000 organizations across the state. Together, we work with over 50,000 caregivers and serve more than 125,000 seniors each year in all of the places they call home, including home care, senior housing, assisted living communities, and care centers.

Aging Services members are diverse but share a common focus on person-directed living, missions of service to their communities and choice in older adult services. Aging Services is the state partner of LeadingAge and the Assisted Living Federation of America (ALFA).

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About Epiphany Senior Housing

Epiphany Senior Housing (ESH) offers independent senior housing, assisted living and memory care to seniors 55 years and older. Located in Coon Rapids, MN, ESH offers housing for individuals interested in transitioning into an apartment setting offering services and activities to meet their health, social and spiritual needs. For more information on ESH, contact our Marketing Director at 763-772-1066.