

Value Matters²

Connecting the Dots...

there's more to life than the rearview mirror

What are the Odds?

- House destroyed by fire: 1 in 500
- Car stolen: 1 in 100
- Being in an auto accident: 1 in 8
- Spending 2.5 years in a long term care center if over age 65: **1 in 3**

“The more precisely you plan, the harder destiny will hit you.”

For over thirty years, senior living professionals have heard two consistent comments from people who have chosen to call a planned adult community with a continuum of health and well being services home. Those comments are:

1. This is such a wonderful place and my only regret is that we did not make a decision sooner.
2. It sounds like a great place; but I am just NOT READY YET.

How could these two, totally opposite perspectives exist and haunt an industry for well over two decades. At PRAXEIS, we believe the Life Fulfilling Community just might be the answer to both responses; however, telling our story is hard, as we must first penetrate aging and “retirement” stereotypes before most



people willing to listen. Without an awareness of the incredible changes to what are known as “retirement communities, it is easy to understand why many people are not ready for something they perceive as restrictive, stereotypical, demeaning, or a challenge to their personal autonomy or independence.

Still others conclude that the top end communities are too expensive. Those that incorporate a high quality long-term care assurance package into the membership package are too easily dismissed as, “why pay for something you may never need?” This is not the same perception we have of homeowners or health insurance; but “we’re ready for that.”

Due to years of ageism and media
(continued on page 2)

Where NOTHING Adds to the Value

During the first half of like, among the most relaxing and recharging weekend days were the ones when there was NOTHING to do. No errands, no chores, no lawn to mow, house to clean, no repairs or service persons to contact...NOTHING is sometimes everything and very fulfilling.

At Westcott Lakes, some members consider the maintenance free lifestyle to be one of the community’s best amenities. Because someone else in taking care of the repairs, cleaning, maintenance, many of the meals, the grounds, and more, they have as much time as they want to do NOTHING.

And more nothing, also provides more time to be involved in the varied educational classes, parties, events, wellness programs, performances of their choice. Members control their time rather than the demands of home maintenance.

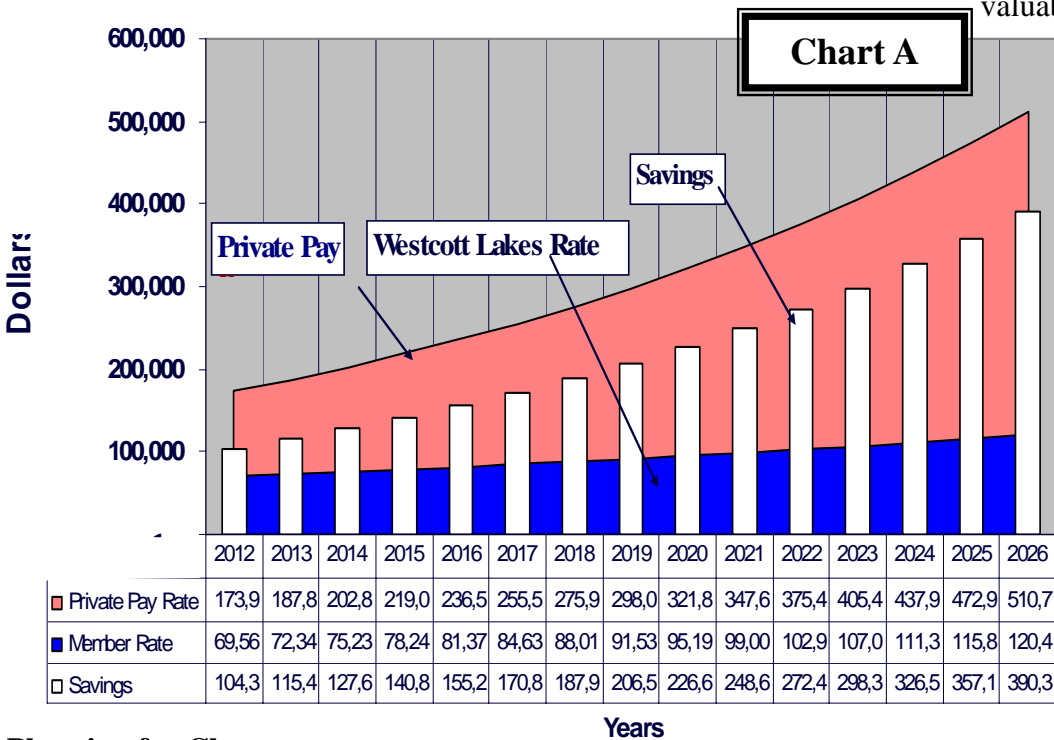
Connecting the dots... (from page 1)

stereotyping, the vast majority of the public, and a good number of older people, view “aging/old age” as a time of decline, withdrawal, and loss of significance. But it does not have to be that way...the Life Fulfilling Community (LFC) model was created to be a Better Way...a safe haven from the devastating effects of ageism and the self-fulfilling prophecies of aging that can lead to premature decline, dependence and memory loss.

forward but try to understand it by looking backward. While this experience is the source of wisdom, it may prevent those who could greatly enhance later life from considering all the options.

Mark Twain observed that, “Once a cat sits on a hot stove; it will never sit on a hot stove again. However, it will never sit on a cold stove either.” The future will be dramatically, different, and we must be cautious not to conclude more from our experiences than there was in the experience.

While the rear view mirror in your car is a valuable tool, the secret to defensive driving is to focus on what is ahead and around you. So what is your plan for the next 10 years? Have you addressed your dreams and aspirations? Have you addressed any past regrets? Have you covered all the “what if’s” and possible detours due to health or financial challenges? Does your plan address the *Six Keys to Living WellSM* (Social, intellectual, financial, spiritual, emotional, and physical)?



Planning for Change

For the first time in history, the U.S. adult population is dominated by older (age 50 plus and “retirement communities” are among the many institutions undergoing dramatic change. In the past and in many current communities and health care centers, dependency was unwittingly but flagrantly encouraged; well-meant protectiveness gradually undermines autonomy compromising rather than complementing quality of life. Choosing such a community, is perceived as a point of compromise or reaching the YET point.

In the LFC, the focus is not on what you give up but the quality of life, financial security, and control over future life decisions you gain. We live life moving

Price vs. Quality...the risk of being Penny Wise

If you have worked with a financial or estate planner, you are no doubt familiar with the various ways to graph financial plans such as Cost of Living (CoL); return on investment etc., but what about your future QoL (Quality of Life)? Do you enjoy maintaining a large home and yard? Do you have enough freedom to travel whenever you choose without worrying about your treasured possessions in your unoccupied house? Are you exercising your body, mind and human spirit? Will your social circle and support network continue to grow or decline?

While we all know, health care costs have a continued to increase more than the rate of inflation;

few planners consider the 50/50 probability of some future long-term care costs. In developing positive plans, most people consider Value as well as Price. The best television may cost twice as much but last three times as long...the cheapest insurance policy with small print and multiple exclusions may be a great buy and a very poor value.

Value vs. Price

To detail the value of our *Health Assurance Guarantee* on the CoL, we developed Chart A to detail how long term care expenses in a LFC compare to the cost of the same quality of services on the open market, if you a room is available in a quality health care center in your community. In a LFC, a portion of the membership fee covers pre-paid healthcare. Unlike

long term care insurance, that only provides a fixed amount of money per day for a fixed period of time; our Guarantee assures a private room, on campus for as long as needed.

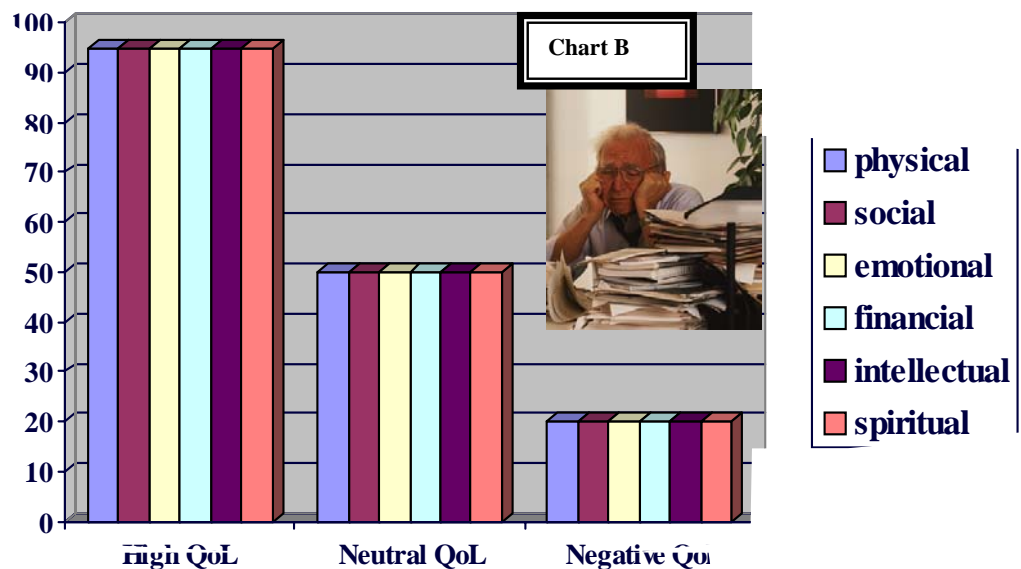
While numbers are easy to chart or graph, creating visuals is much harder when analyzing the subjective elements of quality of life. How to you assign a value to choosing your health provider, protecting future choices and autonomy? What value can you assign to peace of mind? How much is a growing circle of supportive friends worth? What value would you place on a community that, once you qualified, would guarantee you would never be asked to leave even if you did out live your assets? Priceless perhaps.

Addressing Quality of Life Issues

Since we do not have a magic formula to compute value, we must depend on your future vision and creativity. In Chart B, we offer a simple graph of the *Six Keys to Living Well* as a way to help you evaluate both current and future QoL. Of course, no one would have equal levels of satisfaction in each of the Key

areas; but it may conceptually look at later life with a different set of eyes – a vision of QoL as well as CoL.

If your only concern is COST or COL with no assurances the future long-term health care will be provided by a quality provider close to you or even in your community, you have many options. Those options might include covering all future expenses out of your own pocket or hoping the government will care for you after you go broke...or perhaps your lottery ticket will pay off. However, if you are more interested in long term Value and Life Quality (QoL), you owe it to yourself to study the value of what is known as a Type A Life Care



Contract, which is at the heart of our Health Assurance Guarantee. As detailed in **Chart A**, your decision could either cost or save your thousands or even hundreds of thousands of dollars (CoL); and either improve or totally compromise future quality of life (QoL).

What would your QoL Chart look like today? How about 10, 15 or 20 years from now? Can you plot you goals and then connect the dots to form a picture of life fulfillment for as long as you are given here on spaceship earth? If not, maybe it is time to add Value as well as Cost to your formula.



for all life can be!

4250 Lakeside Drive, Suite 214
Jacksonville, Florida 32210

Toll Free: 1-800-917-3230

Phone: 1-904-381-0431

Westcott Lakes Mission Statement

Westcott Lakes is a member-driven culture where community where community members seek fulfillment in life's next chapter. It is a community where the focus is on lifelong learning, optimal preventive health and fitness, meaningful opportunities for personal growth, and creative enrichment. We will achieve this vision by...

- ◆ Celebrating the wisdom and experience of community members;
- ◆ Inspiring members to share their gifts, stretch their boundaries, enhance their strength and courage to live with passion and purpose, and leave a positive legacy;
- ◆ Offering high quality health and rehabilitation services in an environment that respects the personal dignity and enhances the quality of life regardless of one's physical challenges; and
- ◆ Providing financial security and stability for the long term.

Creating a Safe Haven from Ageist Stereotypes

Based on years of research, we know that adults with a positive perception of aging live an average of 7.5 years longer than those with negative images of growing older. We also know that cardiovascular stress and other adverse health conditions can be reduced by promoting positive attitudes toward aging. But this is far from a universal public perception.

The Life Fulfilling Community is a place free from the ravages of ageist stereotypes and self fulfilling prophecies. Each and every member of the community is encouraged to live fully and to the best of their abilities. While the goals and challenges differ according to each person's life plan, it is the zest for living and a can do attitude that makes an empowered member-driven community something very special.

Thanks to decades of ageist media, greeting cards, comedians, retirement communities are viewed as boring places for the sick and frail. As observed by an Advisor from the International Council on Active Aging, "we're surrounded by stereotypes about how we're supposed to be when we get older that fly in the face of what we want to do." In spite of the fact that 80% of older Americans are healthy enough to engage in normal activities and possible do considerably more, there is a perception that most prefer to abdicate their autonomy to caregivers and organizations that have provided too much care for too long.

There is a better way! To learn more, why not visit Westcott Lakes today, and learn how you can become a pioneer in the creation of a unique community committed to redefining aging.