



About Masterpiece Living

As a member of the Advisory Board, it's important that you can speak to the organization's partnership with Masterpiece Living. Why Masterpiece Living? What is Masterpiece Living? And what is the benefit to your organization? The goal of this document is to provide you some basic information to help you answer these questions. We welcome your feedback always and invite you to contact us at info@mymasterpieceliving.com or by calling (720) 287-0534.

Why Masterpiece Living?

Because aging can be better: for individuals, for communities and for our country....for you, your community and for your grandchildren.

Individuals

Masterpiece provides individuals (residents and team members) an opportunity to inventory current lifestyle practices as compared to research on successful aging, followed by an opportunity to discuss next steps with the Masterpiece Living coordinator. "What do you want for yourself?" is a key question, and "How can your community help you get there?" The research on successful aging proves that 70% of how we age is dependent on lifestyle choices we make each day. Masterpiece Living provides individuals a focus on their current lifestyle practices and helps the community build a culture that supports residents' healthy lifestyle choices. In short, Masterpiece Living inspires people to chart their own course to a healthier aging experience.



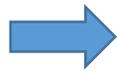
Masterpiece Living recommends that you participate in the Masterpiece Living Reviews and experience a follow-up session firsthand. If you would like to do this, please contact the Executive Director or Masterpiece Living coordinator.

Communities

Masterpiece Living provides de-identified, aggregate data to assist your community to make data-driven decisions. Your community's aggregate data is compared to others in the Masterpiece Network and other normative data. This helps your community to decide on next steps: Is fall incidence too high? Fruit and vegetable consumption too low? Perhaps you have the finest fitness center but



only 20% of residents meeting the recommendations for physical activity? Your aggregate data, called The Portrait, will reveal these areas and more and help your community decide on next steps for improvement.



If you haven't seen your community's recent Portrait, or if you are not aware of your community's current goals, please contact the Masterpiece coordinator or Executive Director.

Additionally Masterpiece Living helps your community stand out in your city or town as experts on successful aging - repositioning you as a destination where people go to grow. We do this by providing marketing resources, press releases, guidance on award opportunities and aggregate data that sets your community apart from its competitors.

[The United States](#)

Our country is far different from Okinawa, where older adults are revered. Our society is instead rampant with ageism. Older adults here are essentially “put out to pasture” and the result is a tragic loss of immense human capital. This wisdom and expertise can arguably prevent or remedy every societal problem we face today. At Masterpiece Living, we believe that through more informed public policy, this loss of human capital can be prevented, and the aging experience in general can be very different than what it is today. We are working on this goal in two ways. The MacArthur Foundation has awarded our advisory board members from the University of Michigan a grant to study successful aging in Affordable Housing, and the findings will be presented to public policy makers in the House and Senate, along with other committees. In addition, Masterpiece Living’s database on aging is proving that aging successfully is indeed possible in the 9th and 10th decades of life. This database will be used to inform policy makers who can make our country a better place to age for your children and grandchildren.



What is Masterpiece Living?

You might like to watch a short video from our President Dr. Roger Landry at <http://bit.ly/MPLDefined> that describes Masterpiece Living. In short, Masterpiece Living is a group of aging experts who provide guidance, tools and resources to your community in order to continually evolve your organizational culture to be one of successful aging.

Masterpiece Living, a direct descendant of the MacArthur Foundation Research on Aging, is the result of millions of dollars of research, development and application. Dr. Robert Kahn, lead investigator and co-author of the book *Successful Aging*, helped create Masterpiece Living and continues to guide our development today. Masterpiece Living is the *only initiative* that can claim a relationship with the watershed Successful Aging Research.



Through our partnership, your organization leverages the Masterpiece Living team expertise, ongoing research, measurement tools, and a 15-year experience developing and applying these concepts and resources.

For a complete list of the expertise, tools and resources, please ask your Executive Director or Masterpiece coordinator for a current copy of the Executive Summary of Deliverables from Masterpiece Living. Masterpiece Living partners are encouraged to utilize all the tools and resources our partnership provides. You may see a resource that you think would benefit your organization. If so, please tell your Masterpiece Living coordinator or Executive Director.



What is the benefit to our community?

The benefits vary by community. For those who share about successful aging to prospective residents, we see marked increases in occupancy (and the majority of new residents say that Masterpiece Living was a key factor in their decision to move in.) For those who have used Masterpiece resources to target fall incidence, we see dramatic decreases in falls. Increases in resident and team member satisfaction are also common benefits. Our partners commonly see a significant increase in participation in fitness and other intellectual, social, spiritual and physical opportunities.

What frequently asked questions can you expect to answer?

[Aren't we already doing this?](#)

You probably have a great staff of team members who make life fun and rewarding. They're busy people and Masterpiece Living is their resource. Our tools and resources are turn-key to save your team members time, research-based and pilot tested. This makes their job much easier.

Some residents may be aging very successfully, but what about others? Is everyone at our community aging as successfully as possible? One person may not want to participate in anything Masterpiece Living provides, but others should still have that opportunity.

By participating in Masterpiece Living offerings you're providing aggregate data that helps your community to serve you better, and you're helping to make our country a better place to age.

[Aren't we busy enough?](#)

You might respond by asking: Are we busy for the sake of being busy? Actively stagnant? Or are our daily activities actually lowering our risks for disease and disability? Masterpiece provides individuals and our community as a whole successful aging research that shows how to lower health risks and age more successfully.



How do we justify the cost?

It might help to compare the cost of Masterpiece Living (which varies by community) to another item in your budget. Some communities find that it equals the cost of beverages, or patio furniture. It may also help to break down the cost per day, which is likely less than a dollar. Compare these to the cost of an empty apartment. Our partners who share Masterpiece Living with prospects report full capacity and maintain waiting lists, and the majority of residents report that Masterpiece Living was a key factor in their decision to move in.

What gives Masterpiece Living credibility?

Rooted in research, Masterpiece Living spent 8 years in research & development before launching. New resources are inspired by the latest research, developed by aging experts at Masterpiece Living, pilot tested prior to release, and are released regularly throughout each year. Masterpiece Living's credibility is based on 15 years of experience, seasoned aging experts on staff, Dr. Robert Kahn leading its advisory board, the experts at the Mayo Clinic and 70+ partners across the country.

Staying up to date with Masterpiece Living

If you would like to receive email updates about what's new at Masterpiece, please contact us using the information above. The Mosaic, Masterpiece Living's newsletter, provides bi-monthly doses of inspiration & best practices from across the country, along with the latest successful aging research. We're happy to email you the Mosaic if you would like. You may also like to follow us on Facebook and Twitter. Additionally, your Masterpiece Living Partnership Specialist visits your community annually for your Strategy Session, and we welcome the opportunity to meet with you at that time.

We are happy to assist you with any additional questions you may have. Please contact using the email or phone number above. We welcome the opportunity to talk with you.