



For Immediate Release

Media Contact:

Julie Embling

Laughlin Constable

414-270-7187

jembling@laughlin.com

Heritage Senior Living Unveils Innovative, First-In-State Therapeutic Walking Mat

European walking course mat has been proven to prevent falls and improve quality of life for senior citizens

MONONA, WIS. (May 17, 2018) – Heritage Senior Living is working to reduce the risk of falls among its residents with a unique new therapy solution – a walking course mat that was developed in France and has not yet been used in Wisconsin. According to the U.S. Centers for Disease Control, falls are the number one cause of injury and death among older Americans, with more than 29 million falls resulting in three million emergency room visits and 28,000 deaths each year. With more than 2,000 seniors living in its 15 communities throughout Wisconsin, Heritage recognizes the significant risk that falls pose to its older adult population and is doing its part to help improve quality of life for its residents with innovative solutions like the therapy mat.

Wisconsin's first walking course mat was recently installed at Heritage Senior Living's Monona location, which offers 143 independent living, assisted living, enhanced assisted living and memory care residences. The 16-foot-long mat encompasses a variety of gait and balance exercises, such as color-coded stepping areas to test the patient's gait levels and uneven surfaces to improve balance, as well as therapeutic obstacles, like stations where the patient has to bend down and pick up items.

According to Jaime Schwingel RN, MSN, WCC, VP of quality and clinical operations at Heritage Senior Living, nearly 80 percent of Heritage's residents are at risk for falls, and all of these residents will benefit from the new walking course mat, which has been proven to improve strength and balance as a means to reduce the number of falls for its users. The therapy mat will be utilized with all residents who have been assessed as a potential fall risk at the Monona facility. Nurses will also incorporate the use of the mat in individualized programs with residents. The Monona team will keep a record of the results and plans to implement additional walking course mats at other facilities in the near future.

"We work hard every day to help improve the quality of life for our residents, and a huge part of that is keeping them safe and healthy," said Pierre Verger, Heritage Senior Living's chief operating officer. "One of the biggest threats to our residents is the risk of falls, and we are thrilled to offer this state-of-the-art and innovative therapy mat. It will go a long way toward decreasing this risk and helping our residents live longer, more comfortable lives."

About Heritage Senior Living

Headquartered in West Allis, Wisconsin, Heritage Senior Living was founded in 2000 by Milo Pinkerton to provide residents with the highest quality of care possible, while at the same time promoting independence and maintaining dignity. Heritage Senior Living has 15 senior living communities throughout Wisconsin – plus one currently under development – that are home to more than 2,000 seniors. Most Heritage Senior Living communities offer several levels of care, from independent living to assisted and enhanced assisted living and memory care units, so that residents can embrace life's journey from the comfort and convenience of one location that meets all of their physical, mental and emotional needs. For more information, visit: <http://heritagesenior.com/>.