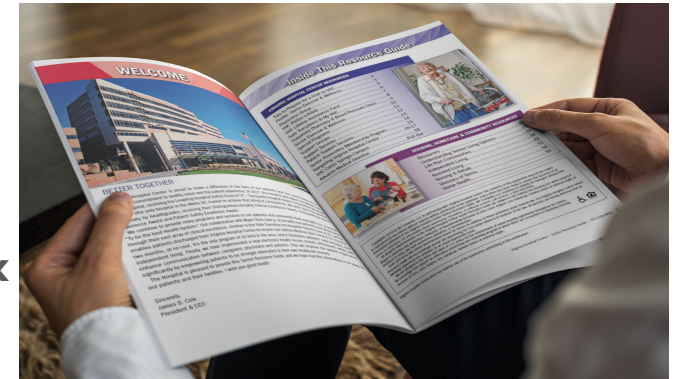


Reach Seniors, Families, Providers, Community Members & Hospital Staff

Be included in a trusted resource for seniors, families, community members and senior-serving professionals. The 4th edition of the ***Virginia Hospital Center Senior Resource Guide*** will be available for **distribution in early 2021.**

Learn more about:

- the **contents**
- the **distribution network**
- the **targeted audience.**



Contact Steve Gurney at
steve@proaging.com or
703-966-6182



Senior Resource Guide



Contact Steve Gurney at
steve@proaging.com or
703-966-6182

Thank you for your interest in the next edition of The Virginia Hospital Center Senior Resource Guide.

Over the past six years, this has become **an invaluable resource for Virginia Hospital Center's patients, families, staff and community partners.**

We continue to refine and update the content with feedback from our staff at Virginia Hospital Center.

The Guide's long-shelf life and our broad distribution network gives your organization the unique opportunity to **reach an audience that is making decisions and referrals on a daily basis.**

We are thrilled to be working with the team at *Positive Aging Sourcebook* to put the 4th edition together. We look forward to seeing your organization in the next edition!



Cathy Turner

*Director of Health Promotion &
Senior Health
Virginia Hospital Center*

Senior Resource Guide



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steve@proaging.com or
703-966-6182

What's Inside

The Senior Resource Guide offers a comprehensive overview of Virginia Hospital Center and senior health resources throughout the area.

Virginia Hospital Center Resources

- Tips to prepare for a visit to VHC
- Information on the new outpatient pavillion
- Campus map & navigation
- VHC physician group & other medical resources
- Senior exercise & wellness
- Lifeline program and services
- Discharge resources
- Support groups & senior-related special events
- Senior associates membership
- Advance medical directive

The Senior Resource Guide partners with Positive Aging Sourcebook to create a comprehensive and easy-to-use referral tool.

Aging In Place Options

- Home care providers
- Safe and accessible homes
- Adult day care
- Assisted living, memory care
- Nursing & rehabilitation centers

Senior Housing Options

- Independent living (life plan, independent, active adult)
- Local resources
- Elder law, financial, moving & downsizing
- Aging life care and support

Senior Resource Guide



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703-966-6182

Readership & Distribution

The Senior Resource Guide offers your organization the opportunity to reach a targeted group of readers through our extensive distribution network!

Hospital Case Managers & Staff

Invaluable resource for Case Managers and other staff to discharge patients.

Distribution Racks

Throughout the hospital in lobbies, waiting areas and the cafeteria.

Physician Offices

Extensive network of medical offices distribute directly and via their waiting room racks.

Virginia Hospital Center Programs

VHC senior program attendees receive copies at:

- Monthly healthy aging lectures
- Senior wellness lectures in the community (30 – 50/year)
- Fall Prevention Expo



External Programs

Distributed at dozens of senior-related health fairs and/or caregiver events

Lifeline Members

All subscribers receive copies, connecting you to an ideal “aging in place” audience

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Mailed copies direct from online/phone orders.

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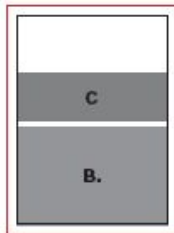
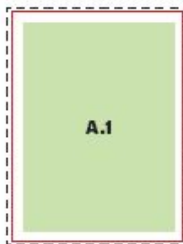
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2021-22 Edition	Space Deadline	Art Due	Publication Date
Jan 2021 - Mid 2022 <i>18 Months</i>	Nov. 20	Dec. 4	Jan 2021

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Senior Resource Guide



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