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AUG. 11, 2008

Newsweek®

The End Of the South

HOW OBAMA VS. McCAIN
IS UNSETTLING
THE OLD CONFEDERACY

By Christopher Dickey

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Focus on Continuing Care

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Selecting a care provider?

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Before buying your car, you probably checked *Consumer Reports*®. Before buying a household appliance, you may have looked for the *Good Housekeeping*® Seal.

But where do you turn when you're looking for residential services for you and your loved ones? When searching for a continuing care retirement community, assisted living residence, long-term care, adult day service, or another alternative, you're looking for more than the best deal – it is a complex decision.

Informed consumers look for services that value their dignity, provide options, and improve life quality. That may seem like a bit of a dream, because many people assume that aging leads to a loss of independence. However, the best aging service providers in the 21st century are not sticking to the old models.

Progressive providers recognize that no two people are alike. They structure services to address meaningful social activities, wellness, and medical care to achieve the highest degree of choice, independence, and quality of life for you or a loved one.

An excellent provider demonstrates commitment to continually improving the quality of its services. How? Through accreditation, and CARF can help you.

CARF International accreditation standards are based on advice from consumers, service

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Providers accredited by CARF, which includes the Continuing Care Accreditation Commission (CCAC), continue to grow, learn, and improve. That's what makes them the best in the field. When choosing a service provider, remember to ask, "Are you CARF accredited?"

To learn more about CARF and CCAC, visit <http://www.carf.org/aging> or call (866) 888-1122.

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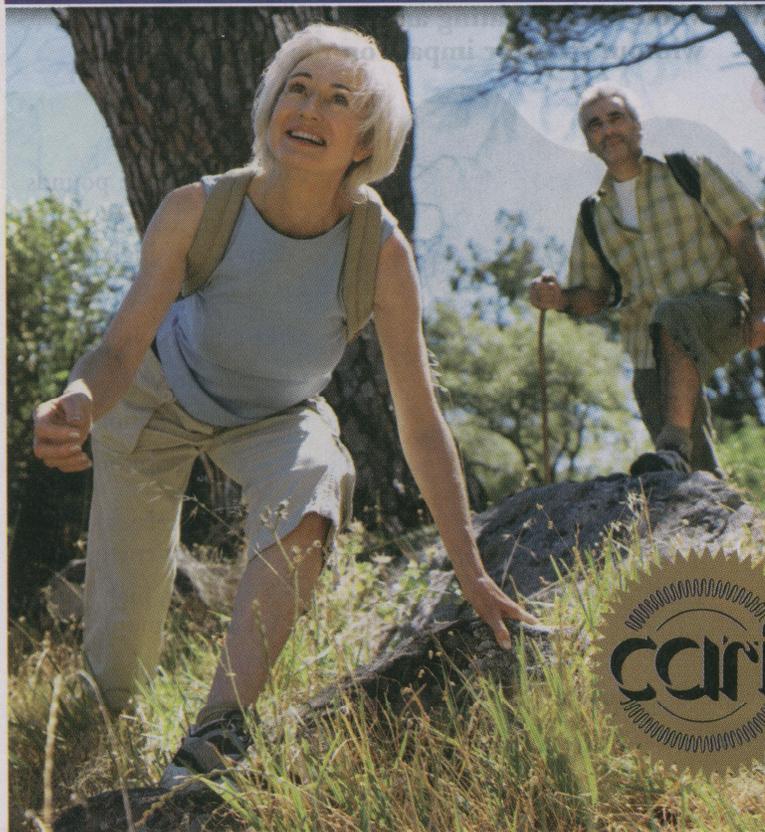
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CARF is an independent, nonprofit accreditation organization that has enhanced the quality of health and human services for more than 40 years.

More than 5,000 organizations hold CARF accreditation.

When seeking services for yourself or a loved one, ask "are you CARF accredited?"



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