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Local assisted living community wins prestigious national award

Assisted Living Federation of America names Castle Country Assisted Living 'Best of the Best'

CASTLE ROCK, Colo.—May 6, 2009—Castle Country Assisted Living (www.castlecountryassistedliving.org) was named “2009 Best of the Best” by the Assisted Living Federation of America (ALFA) (www.ALFA.org) for its strategic planning process. Castle Country Assisted Living is a nonprofit company with three local assisted living communities, Cantril House at 221 Cantril St. in Castle Rock, Valley House at 255 S. Valley Drive in Castle Rock, and Victorian House at 19600 Victorian Drive in Parker. Castle Country was one of only 15 communities nationwide selected for this honor, the only nonprofit community selected and the only Colorado community to ever receive this prestigious national award.

Castle Country developed its strategic plan using a unique visual process facilitated by Alchemy (www.link2alchemy.com), a Denver-based organizational development consulting firm. The board of directors and Executive Director Barbara Dice met and discussed the organization, its goal and how to accomplish each goal. The team created a visual map with the help of a graphic artist who captured the discussion in pictures and words on the strategic planning day. With the resulting map, Castle Country saw great results. The community reached and exceeded its occupancy goals, met a stretch financial goal, and engaged staff members in the process.

“The planning process not only allowed the management team to focus on strategic planning and goals, but also it was an excellent team building exercise. Further rewarding is the opportunity to now look back at those goals having achieved significant successes out of that process,” said Castle Country Assisted Living Board of Directors President Jeff McGonegal.

Dice submitted a narrative of the strategic planning process to ALFA to nominate Castle Country Assisted Living for the Best of the Best Award. She accepted the award during the ALFA 2009 Conference & Expo in Philadelphia, Pa., May 5-7.

“We are honored to be recognized by ALFA for the success of our strategic planning process. The process was a very focused, unique and enjoyable. It encouraged everyone's participation, making the end results something our entire organization is proud of. Leaders, team members, and our residents have a clear vision of what our organization is all about and where we are headed thanks to the process.

The planning and implementation was rewarding and effective, and it has helped Castle Country Assisted Living meet some very exciting and lofty goals,” said Dice.

ALFA’s annual Best of the Best Awards recognize senior living companies for the most innovative operational excellence strategies in the past year. Awards are given in operational excellence, resident services, human resources, and sales and marketing. Castle Country Assisted Living was one of four winners in the operational excellence category. This year’s Best of the Best Awards competition received the most submissions since the program’s debut three years ago.

“These innovations recognize companies that have put their imaginations to work to continually improve and streamline operations, enhance resident care and services, train and retain quality employees, and much more,” says ALFA President and CEO Richard P. Grimes. “Plus, the industry-wide benefit of the Best of the Best Awards is the program’s ability to multiply excellence as these and other companies in senior living adopt these best practices as their own.”

ALFA is the largest national association exclusively dedicated to professionally-managed assisted living communities for seniors. ALFA serves as the voice for senior living and advocates for informed choice, quality care, and accessibility for all Americans needing assistance with long-term care.

All 20 award-winning strategies are profiled in the May/June issue of ALFA’s *Assisted Living Executive* magazine.

For more information about Castle Country Assisted Living, please call 303-688-5365 or visit www.castlecountryassistedliving.org.

About Castle Country Assisted Living (www.castlecountryassistedliving.org)

Castle Country Assisted Living, Inc. is a 501(c) (3) nonprofit, serving seniors in Douglas County since 1989. Castle Country Assisted Living operates three assisted living communities, Cantril House at 221 Cantril St. in Castle Rock, Valley House at 255 S. Valley Drive in Castle Rock, and Victorian House at 19600 Victorian Drive in Parker. The first organization of its kind in Douglas County, Castle Country Assisted Living is committed to providing compassionate care and supportive assisted living communities for seniors, including those with limited incomes.

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