

WELCOME TO

The Betty Chronicles

THE VOICE OF AGING IN AMERICA



FROM OUR BLOG

That Was Then. This Is Now.

I came across a great quote the other day by [Dr. Ellen Langer](#), author of The "[Mindful Body](#): Thinking our way to chronic health" and professor of psychology at Harvard. It goes like this.

Don't try to solve today's problems with yesterday's solutions.

Few things do a better job of describing the state of senior living today than this. We are an industry in flux. We have a foot in two canoes. One canoe is the status quo. (Long lonely corridors, warehousing of people, over worked, short staffed, doing our best in the face of immense challenges. Challenges far bigger than us.) ...

[READ ON...](#)

EMPLOYEE SPOTLIGHT

Meet Dale...The Man on Fire!

Dale Savasten, industry leader for over 25+ years, sees senior living from a lens few other people in this market have. As our VP of Product Development, Dale holds the vision of where tech can play in supporting senior independence. Our man on fire, the one who really has seen it all, is the reason we stand strong in this community today. And by "we", we mean the entire senior care industry. All hail, Dale!



MEET *Betty*

A Symbol of Aging in America

Who is Betty? Betty is a symbol for every elder that is living and has passed in the world. The Betty's that carried us through life's hardships and blessings. Whom have raised generations, fought in wars, marched for peace, led corporations, and have seen (as well played) in the evolution and innovation of technology.

A have been apart of and witnessed, don't you agree that the Betty's in our life deserve more than the hand they are being dealt?

We seek to give every Betty (And Mary, Bud, Larry, Gert and Elizabeth) a voice with our new series, The Betty Chronicles. Every month we will podcast, blog, and otherwise bring to light the key issues that affect America's Bettys and the care they receive as they age. We believe that when we do right by Betty, we do right by our future and where senior living is going for years to come.

The Betty Chronicles Podcast to launch this November on Apple Podcast and Spotify - Stay Tuned!



COULDN'T JOIN?

OCTOBER SMART SERIES WEBINAR

Last October, our hosts, Mike Elness and Kayla Radcliffe spoke with special guest, Dave Sneddon, about our theory on how tech can act as an extra set of eyes, hands and legs. The discussion was monumental and so forward thinking, our ears are burning still. Link to the recording blow:

<https://us02web.zoom.us/j/86813303393>



DID YOU MISS IT?

IT IS TIME TO SETTLE THE CHOS IN SENIOR LIVING

Facing what we face in our industry today, we know for a fact that no single technology will make running a facility better. But by connecting them together, life gets exponentially easier. For residents, their families and staff.

OCTOBER BLOG POST

THE END

Thank You!

Keep Your Eye Out Every Month

We hope you have enjoyed this read! As always, we greatly appreciate your time and business. Keep your eye out every month for more information on new things ELDR is doing and ways we can keep enriching our senior communities...together!

Sincerely,

The ELDR Team

Work with us today

HAVE ANY QUESTIONS ABOUT WORKING WITH US?

We at ELDR would love to connect through a lunch and learn and be able to sit with you and hear all about your technology needs and if there is an opportunity for ELDR to be your technology ambassador!

CALL US @ 651-252-2255

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