



About See Me Communications

Founded in 2011, See Me Communications® is dedicated to honoring and improving the lives of the frail, elderly and disabled people whose voice and essence may be hidden from their caregivers. Lisa Erbstoesser, founder and president, realized during her nursing career that the most important thing affecting the quality of life for nursing home residents is the relationships they have with their caregivers. In healthcare facilities where caregivers connected with patients, she saw happier, healthier, and more responsive residents. As a result, she started See Me Communications to help establish deeper personal connections between patients and their caregivers, families and visitors.

The company offers two products: a Life Story Board™ and a Personal Preference Board™. The Life Story Board is an easily accessible visual biography that helps caregivers to establish a personal connection with their patients. The Personal Preference Board facilitates person-centered care by making residents' preferences accessible to caregivers, enabling them to fulfill very specific needs. Both products are suited for nursing homes, assisted living centers, hospice facilities, and Alzheimer's care communities.

The name See Me Communications was inspired by the poem "[See Me](#)," written by an elderly woman who spent the last part of her life in a geriatric ward in Scotland. The poem was found among her possessions after she died, and though her name has been lost, her message lives. The poem is a reminder to see patients as unique, vibrant individuals, even though time may have robbed them of the ability to express themselves. See Me Communications is based in San Luis Obispo, California. For more information, please visit www.seemecommunications.com.

Lisa Erbstoesser



Lisa Erbstoesser is the founder and president of See Me Communications, where she is responsible for all aspects of product and company development. Lisa served as a registered nurse for more than 20 years. For five and a half years, she was a hospice nurse, where she experienced firsthand how difficult it can be for dementia care providers and Alzheimer's caregivers to communicate with their patients on a meaningful level. To help foster stronger relationships between patients and caregivers, Lisa started See Me Communications. The company is dedicated to improving and honoring the lives of the frail, elderly and disabled people whose voice and essence may be hidden from their caregivers. Lisa's nursing experience also encompasses the following areas: medical and surgical, pre-op and recovery, and whole hospital case management, which included ICU and pediatrics.

In her role as a hospice registered nurse, she saw patients light up as they connected with a caregiver through the telling of a story or memory and also witnessed their frustration and sadness when a connection was not made. These factors inspired her to work as an advocate for the more than 1.7 million Americans residing in healthcare facilities. See Me Communications offers a Life Story Board, which is an easily accessible visual biography that helps caregivers to establish a personal connection with their patients.

In nursing school, Lisa first came across the poem "[See Me](#)," from which her company takes its name. A reminder to see the whole person, not just another patient, the poem struck a chord in her and reinforced her dedication to person-centered care for the frail, elderly and disabled. She graduated from nursing school in 1988 from Cuesta College in San Luis Obispo, California.

Tim Erbstoesser



Tim brings the experience of a businessman and the compassion of a family man to his role as the production manager and customer service representative for See Me Communications. As a devoted son caring for aging parents, he understands the better a caregiver knows the person he or she is caring for, the better the experience for everyone involved. Tim has played a significant role in developing the Life Story Board and Personal Preference Board to enrich the lives of nursing home residents and to make caring for the elderly more personal and meaningful.

In 1987, Tim and his two brothers founded a welding, industrial and medical gas company, on the beautiful Central Coast of California. He was intimately involved with all aspects of the daily operations as well as the long-term strategic planning for the company and became known for his outstanding customer service and relations.

For nearly two decades Tim and his brothers operated this business and became leaders in their industry and community. In 2004, they sold their business to Airgas West, a Fortune 500 company, whose president stated, "We have never acquired a company that is so well run and ethical in all aspects." Tim was raised in Southern California and moved to the San Luis Obispo, California area in 1985.

Life Story Board

See Me Communications developed the Life Story Board with the goal of making person-centered care an industry standard in improving the lives of those needing caregivers, skilled nursing, and dementia care or hospice services. Studies show the greatest factor affecting the quality of life of nursing home residents is their relationships with their caregivers. The Life Story Board is an easily accessible visual biography that helps caregivers to establish a deeper personal connection with their patients, enhancing the nursing home experience for all.

When elderly or disabled people enter a nursing home, they usually leave behind their home and belongings, neighbors and friends, and health and independence. They may suffer from physical or cognitive deficits that can lead to feelings of isolation, frustration or sadness when suddenly surrounded by people whom they do not know and who do not know them. The Life Story Board gives a voice to those who are unable to speak for themselves, and allows caregivers to better know the unique person for whom they are caring.

The Life Story Board can enhance a nursing home's reputation, enabling caregivers to demonstrate a higher level of personalized care to patient's families and agencies such as Medicare. The tool can help to improve job satisfaction and stability, which leads to reduced staff turnover, and supports person-centered care planning and decision-making. In addition, the Life Story Board helps floating staff to communicate on a personal level with residents.

For patients and their families, the Life Story Board can ease the transition into a new home by presenting caregivers with a quick and easy way to individualize care. Caregivers can see a unique and interesting person, which gives comfort to those caring for elderly parents and increases their overall satisfaction with the nursing home experience. Most importantly, the Life Story Board improves the quality of life for nursing home residents by creating opportunities for emotional connections and promoting feelings of self-worth.

Life Story Board Testimonials

"I can't begin to thank you enough for helping to make my father-in-law's last month of life more meaningful. Because of his severe dementia and the amount of care he needed, the family made the extremely difficult decision to place him in a VA nursing home. We displayed the Life Story Board in his room and it enabled all the caregivers to see what an incredible man they were caring for. Even the doctor read it and got to know our wonderful father! The caregivers instantly had a connection with him and knew personal things about him, making them able to talk with him and the family on such a more personal level. When his grandchildren came to visit they all enjoyed reading the storyboard and it helped make the experience so much more relaxing and enjoyable for everyone. We got to focus on the positive things about my father-in-law's life and relive amazing stories from the past. The Life Story Board is so beautiful we also used it at our Dad's memorial service. Thank you from the bottom of our hearts for creating such a wonderful product to help the elderly and people with Alzheimer's and dementia to be seen as whole people. Thank you again."

Carol in Mammoth Lakes, California

"I just wanted to thank you so very much for creating the beautiful Life Story Board for my Aunt. I am responsible for caring for my elderly aunt (92 years young!) and live over 100 miles away from her nursing home so I do not get to visit as often as I would like. I purchased the Life Story Board because my aunt is getting very forgetful and does not communicate with others unless they initiate the conversation. When I visited her I noticed that the caregivers were not really communicating with her when they were caring for her. Now that the Life Storyboard is in her room (right above her bed) the caregivers talk to her about everything she enjoys. They even bring her things I listed on her 'favorites' list. Thank you again for helping to personalize the care and communication my aunt receives every day. Your product is great and everyone at the nursing home that sees it wants one!"

D. Jones

"What a gift this is to the patient, family and caregivers. As we age, we lose so much of who we are. We lose our independence, our health, our memories and our voice. You are framing the life of people so they are no longer lost but seen. Thank you for caring enough to make a difference in so many lives."

Tonya Semas-Mazzocco, BSN, MA

Hospice RN and Bereavement Counselor