



For Immediate Release

SEE ME COMMUNICATIONS HOSTS A LIFE STORY BOARD GIVEAWAY TO CELEBRATE NATIONAL NURSING HOME WEEK, MAY 13-19

Ten Life Story Boards Will Be Given To Two Healthcare Facilities On May 18

San Luis Obispo, Calif. (May 1, 2012) – In observance of [National Nursing Home Week](#), May 13 to 19, See Me Communications®, a leader in enhancing relationships between caregivers and nursing home residents, is hosting a [Life Story Board™](#) Giveaway. The Life Story Board is an easily accessible visual biography that helps caregivers to establish stronger connections with residents.

To enter the giveaway, healthcare facilities need to log on to www.seemecommunications.com, complete the “contact us” form, and mention in the comments section one way they honor their residents. One entry per facility will be accepted, and two winners will be selected at random on May 18. Each winner will receive ten Life Story Boards, which facilitate individualized communication in nursing homes, Alzheimer’s care communities, hospice units, and assisted living centers.

“The National Nursing Home Week theme ‘Celebrating the Journey’ epitomizes person-centered care,” said Lisa Erbstoesser, president and founder of See Me Communications. “By learning about a person’s life story, a caregiver honors the individual and improves their quality of life. This giveaway enables us to give back to the facilities that make such a positive impact on patients’ lives.”

Healthcare professionals often find it difficult to communicate with elderly patients who are debilitated or who have lost their cognitive abilities. Persons unable to interact with their caregivers often feel isolated and frustrated. The Life Story Board gives a voice to debilitated individuals, giving caregivers the opportunity to better know them.

The Life Story Board can enhance a nursing home’s reputation, enabling caregivers to demonstrate a higher level of personalized care to resident’s families and agencies such as Medicare. The tool can improve job satisfaction and stability, which leads to reduced staff turnover and facilitates person-centered care planning and decision-making.

National Nursing Home Week is an annual observance sponsored nationally by the American Health Care Association, based in Washington, D.C. For more information on National Nursing Home Week, visit www.nnhw.org.

About See Me Communications

Founded in 2011, See Me Communications is dedicated to honoring and improving the lives of the elderly and disabled people whose voice and essence may be hidden from their caregivers. The company's Life Story Board enhances the nursing home experience for residents, caregivers, families, and visitors by improving communication and personal connections. 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 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 on the company, visit: www.seemecommunications.com.

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