



NUSTEP PINNACLE AWARD

Transform Your Program

March 2010

Dear Interested Pinnacle Applicant:

Be recognized for excellence! Enter your older adult wellness program in the 2011 NuStep Pinnacle Award!

MAKING A DIFFERENCE IN OLDER ADULT WELLNESS

NuStep, Inc. established the Pinnacle Award 12 years ago to recognize excellence in older adult wellness programs. Pinnacle Award winners use creativity to provide programs, environments and services that address the six dimensions of wellness which are:

- Physical
- Social
- Emotional
- Spiritual
- Intellectual
- Vocational

To nominate your center for a Pinnacle Award, follow the entry guidelines on the enclosed form. There are eight sections to complete for a total of 500 possible points. You don't have to own a NuStep to participate.

The deadline for entries is July 1, 2010.

A panel of industry experts will review all applications, select division finalists and follow up with on-site visits to determine the winners. Winners will receive a NuStep T5^{XR} Recumbent Cross Trainer for their centers and the prestigious Pinnacle Award trophy. NuStep will announce the winners at the November 2010 American Association of Homes and Services for the Aging (AAHSA) annual conference. Photos and information on their wellness programs will be posted on the NuStep website and announced in the *NuStep Touchline*. Press releases will be sent to industry publications and to community newspapers. Good luck!

Yours in Good Health,

Steve Sarns
Vice President, Sales and Marketing
Exercise Physiologist

Valencia Johnson
Pinnacle Award Coordinator

P.S. If you have any questions, please call Valencia Johnson at 1.800.322.2209 ext. 105 or e-mail vjohnson@nustep.com.



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www.nustep.com

NuStep, Inc.
5111 Venture Dr., Suite 1, Ann Arbor, MI 48108
800.322.2209 734.769.3939 Fax 734.769.8180

US Patent No. 5,356,356 D359,777, and other patents pending



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The NuStep Pinnacle Award salutes organizations that use creativity within the six dimensions of wellness and commit to transforming the lives of people and promoting optimal health and wellness regardless of age.

The Criteria for a Pinnacle application is as follows:

Senior Living Community

Any program that is part of an independent living community, assisted living community, or skilled nursing center.

Senior Center

Any program catering to an older adult (50+) population that is an active adult wellness program or senior center.

One winner will be chosen in each category.

To nominate your wellness program for a Pinnacle Award, read the Rules for Entry. Then describe your older adult wellness program by using the outline on the next page.

Each winner will receive:

- **NuStep T5^{XR} Recumbent Cross Trainer**
- **NuStep Pinnacle Award Trophy presented on-site by a NuStep Vice President**
- **Airfare and 2 night hotel stay at the 2010 AAHSA Conference November 1-3, 2010 in Los Angeles, CA**
- **Recognition at the AAHSA Conference**
- **Exposure in industry publications**

Rules for Entry

NuStep, Inc. accepts Pinnacle Award applications from individual senior living communities and requests that corporate offices or parent companies forward this call for applications to their respective communities. Use or ownership of a NuStep Recumbent Cross Trainer is not required for entry.

Respond to each question separately. Cite any supporting exhibits within your response. All exhibits, data, photos and videos must be included. Mail two copies of the completed entry (Single copy entries will not be accepted) to:

NuStep, Inc.
5111 Venture Drive, Suite 1
Ann Arbor, MI 48108
Attn: Pinnacle Coordinator

Entries may also be emailed: pinnacle11@nustep.com

Entries must be postmarked by July 1, 2010.

Entries must be no more than five pages (excluding photographs, exhibits, and outcome data).

A panel of industry experts will select the division finalists by total point score and follow up with on-site visits to determine the winners. The points possible for each question is shown in the margin. The panel's decision is final.

Winners will be contacted in late September and awards will be presented at the American Association of Homes and Services for the Aging (AAHSA) Conference November 1-3, 2010 in Los Angeles, CA.

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Document the Transformation

Describe your Older Adult Wellness Program

(Please focus only on your programs for 50+, not your overall programming.)

1. Overview (100 pts.)

Give a general overview of your older adult wellness program, including the mission statement, program design, medical soundness of design and operation, staffing (we feel staffing is critical to the success of any wellness program) and facility overview. Please focus on what makes your program unique and different from other older adult wellness programs. Please describe how you approach each of the six dimensions of wellness including: Emotional, Intellectual, Physical, Spiritual, Social, and Vocational.

2. Marketing (50 pts.)

Describe how you market/promote your program: your target audience, marketing message, supporting marketing materials, special marketing campaigns. Also mention any fee you charge for basic membership or additional programs. Please include any marketing materials that positively reflects how your community/facility markets whole-person wellness.

3. Participation (50 pts.)

Detail the level of participation in your target audience and how you measure it. Include participation in events in all six dimensions of wellness: physical, social, emotional, spiritual, intellectual and vocational. Explain any surveys or software you use to measure participation as well as any behavior change techniques that you offer in order to increase participation. Discuss how your wellness program is reaching the on-site employees and include any unique ways that the employees interact with members as a result of inclusion.

4. Motivation (75 pts.)

Describe how you motivate and track both enrollment and participation of your target audience. What unique ways do you motivate your audience? How do you evaluate effectiveness?

5. Program Enhancement (50 pts.)

What improvements have you made to your program? How did you gather information to improve your program? How frequent do you get feedback from clients? Describe how you have expanded the reach of your program beyond the "walls" of the facility to share wellness in the community? What type of surveys did you use?

6. Educational Content (50 pts.)

Does your program provide a full range of ongoing wellness education? Does the content include the six dimensions of wellness? Explain in detail what you offer consumers (members) to raise their awareness about health and well-being.

7. Supportive Services (50 pts.)

Describe any special services or program strategies (such as individualized programming, clinician teaming or cooperative efforts with other organizations) you offer to help members reach the pinnacle of wellness.

8. Outcomes (75 pts.)

Detail how you measure member success within the whole person wellness model. Provide individual and group data plus human interest stories. Discuss any surveys utilized or other unique ways your center measures outcomes.

Total Points Possible: 500

Thank you for participating in the NuStep Pinnacle Award. We look forward to receiving your entry, photos, and other relevant information that supports your program's success. Good luck!



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2010 Pinnacle Award Winner Comments

“Seniors in Motion participants and staff are thrilled and honored to be selected as the 2010 recipient of the Pinnacle Award. The T5XR Recumbent Cross Trainer will be a great asset to our program and the research projects we are pursuing with the universities in this area. Thank you so very much from Seniors in Motion and the community of Denton, Texas.”

- Jean Seward

Founder and Owner, Seniors in Motion
2010 Pinnacle Award Winner - Senior Center Division

“Sunnyside is honored to receive this prestigious national award. We recognize the significant advantage in today’s senior adult market of having a campus-wide wellness culture rather than simply a wellness department. We are very grateful for NuStep’s validation of our success in doing so.” Shaffer added, “Receiving NuStep’s Pinnacle Award clearly demonstrates Sunnyside’s commitment to improving quality of life through the offering of balanced wellness opportunities to both staff and residents. Our goal is to continue to offer superior service while effectively and innovatively addressing the six dimensions of wellness.”

- Annie Shaffer

Wellness Center Director, Sunnyside
2010 Pinnacle Award Winner - Senior Living Division

To learn more about the Pinnacle Award winners, visit:
www.nustep.com/inside/pinnacle.html



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