



410 days of Isolation

After over a year of hardships and unfortunate situations, a 94-year-old woman speaks about her



A Senior Prom Celebration

Read about how residents and family from the Wynwood House were able to let loose this past

experience in assisted living during COVID-19. After receiving both doses of the vaccine, she and her son are beginning to regain normalcy. Read more about her story below.

[More Info](#)

month with the help from staff. The Personal Care Home hosted a "Senior Prom" in celebration of vaccinations and eased restrictions in Pennsylvania.

[More Info](#)



May: Seniors Month

This month is Seniors Month, and the City of West Hollywood has put together a fun list of virtual activities to celebrate. From self-massages and informational seminars to bingo, this Service Center has come up with many ideas that you could adopt for your facility to keep residents' minds busy. Read below for more information.

[More Info](#)



**MUTUAL
INSURANCE CO.
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Times they are a-changing

As we get some perspective coming out of the pandemic, long term care is evolving. PCH believes family operated or small and medium -sized communities like yours will be in demand as families seek to embrace

more personalized experiences and avoid the risks related to large, corporate-type facilities, especially if pandemics are likely to recur. Industry experts view long term care communities as “hyper-local and extremely sensitive to the quality of the operators running them.” This is our sweet spot. Consider this new world view and how it impacts marketing your facility. Prospective residents and loved ones seek transparency, safety, comfort, meaningful communication, flexibility and innovation when it comes to meeting their needs. They want to know that if infection prevention measures are causing a steep decline in mental health or cognitive abilities that you’ll alert them and work together to find a viable solution. This is what distinguishes PCH member insureds and why we’re proud to support you.