



Choose Well
Helping Families Find Distinguished Assisted Living Facilities

CHAIRWOMAN DIANNE JACOB
SUPERVISOR GREG COX
San Diego County Board of Supervisors

NEWS ADVISORY/FOR IMMEDIATE RELEASE
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COUNTY TO LAUNCH SENIOR CARE RATING SYSTEM

WHAT: Supervisor Dianne Jacob and Supervisor Greg Cox, joined by operators of local residential care facilities for the elderly (RCFE), will unveil a powerful tool to help families find quality senior care.

The new Choose Well website (www.choosewellsandiego.org) will include Better Business Bureau-style ratings to guide consumers to the most appropriate assisted living facility for their elderly loved ones.

About 120 assisted living and board care homes for older adults have volunteered to participate in the scoring system, with more expected to be added in the coming months.

WHEN: **2 p.m. Tuesday, August 1,**

WHERE: County Administration Center
Room 302, 1600 Pacific Highway, San Diego

WHO: Chairwoman Dianne Jacob
Supervisor Greg Cox
Nick Macchione, Director, County Health and Human Services Agency
Chris Murphy, Executive Director, Consumer Advocates for RCFE Reform
Tim Frazier, Chief Administrative Officer, St. Paul's Senior Services

WHY: As the elderly population skyrockets in San Diego County, more families are in need of senior residential care, but there are few yardsticks to guide them. Choose Well will help them find the right home. County officials also hope the ratings will spur providers to further improve the level of care.

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