



Choose Well

Helping Families Find Distinguished Assisted Living Facilities

**CHAIRWOMAN DIANNE JACOB
SUPERVISOR GREG COX**

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Contacts: Steve Schmidt, 619-206-9108, steve.schmidt@sdcounty.ca.gov
Luis Monteagudo, 619-531-5439, luis.monteagudo@sdcounty.gov

COUNTY LAUNCHES SENIOR CARE RATING SYSTEM

San Diego – The County of San Diego today launched a new website to help families searching for residential care for their elderly loved ones.

The Choose Well website (www.choosewellsandiego.org) allows users to research and compare assisted living facilities throughout the region and find the one that best suits their family.

“San Diego families now have a powerful new tool to help ease what is often one of the toughest decisions they can make – where to place an elderly relative in need of more care,” said Supervisor Dianne Jacob, chairwoman of the Board of Supervisors. “By including a ratings system on the website, we’re also hoping it will raise the bar on the level of care countywide.”

In 2014, Jacob and Supervisor Greg Cox launched the effort to create Choose Well to address the growing challenges in San Diego of an aging population that needs long-term care. Those 65 and older are the fastest-growing age group in the county.

“Providing care for an aging relative is one of the most gut-wrenching and difficult decisions a family can make,” said Cox. “With Choose Well, families will have help navigating the maze of information, rules and regulations behind long-term residential care facilities.”

The website uses a Better Business Bureau-style ratings system that looks at 11 measures of quality to guide consumers to the most appropriate facility for their needs. About 120 assisted living and group homes for older adults have volunteered to participate in the scoring system, with more expected to be added in the coming months.

The site has a side-by-side comparison tool to evaluate residential care facilities for the elderly (RCFE), a listing of consumer resources and information on the county’s Long Term Care Ombudsman Program.

It was developed in cooperation with Consumer Advocates for RCFE Reform, a nonprofit organization.

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