



SPRINGPOINT CHOICE EARNS LGBT SAGECARE CREDENTIAL AS PART OF COMMITMENT TO CREATE A MORE INCLUSIVE CULTURE

Among First Continuing Care at Home Senior Living Programs to Become SAGE-Certified

PLAINSBORO, NEW JERSEY (May 24, 2021) – [Springpoint Choice](#), operated by [Springpoint](#), a nonprofit senior living provider, is proud to be among the first Continuing Care at Home programs to earn the Platinum [SAGECare](#) LGBT Aging Cultural Competency Credential. The Springpoint Choice team has always been committed to supporting and welcoming LGBT older adults, if and when, they are in need of receiving in-home care. To underscore this commitment, the organization made it a priority to receive formal training to stay relevant, and learn how to better connect and care for the LGBT aging community. Springpoint Choice provides older adults the ability to remain in their current homes while receiving quality personal assistance and access to first-class senior care when needed.

“Springpoint is steadfast in our commitment to diversity and inclusion as we create a culture that encourages all members, residents, and employees to be successful, value differences, and care for one another,” said Anthony A. Argondizza, President and CEO of Springpoint. “As part of this commitment, we launched a company-wide Diversity, Equity, and Inclusion initiative; learning how to better connect with the LGBT community is just one of the significant steps we are taking to create a more inclusive culture. I am proud of our Springpoint Choice team for earning the Platinum Level SAGECare LGBT Aging Cultural Competency Credential.”

As part of the SAGECare training, Springpoint Choice team heard from members of the LGBT community, including older adults of color, older adults from rural areas, individuals above and below the poverty line, and individuals who came out young or came out much later in life. The team also learned how to respond to bias behavior, incorporated new vocabulary, and received an overview of federal protections.

“The team at Springpoint Choice have always treated us with respect and have made us feel very comfortable as members,” said Wendy Cramer and Carolyn Baranowski. “Being in a same-sex marriage, there naturally can be concerns about how people will treat you, but the Springpoint team has made us feel welcomed from the start. We are proud of Springpoint Choice for continuing to learn how to better communicate with the LGBT senior community and strengthening what already is an inclusive culture.”

SAGECare is a division of SAGE, the country’s oldest and largest nonprofit organization dedicated to improving the lives of LGBT older adults. SAGECare provides LGBT competency training and consulting on LGBT aging issues to service providers.

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“For many LGBT people, home is one of the only places they feel safe and comfortable being themselves, and having providers in the home can be stressful. By training their staff and publicly stating their commitment to LGBT inclusion, Springpoint Choice is sending a clear message that their staff and services are welcoming and inclusive,” says Tim Johnston, Senior Director of National Projects, SAGE.

About Springpoint Choice and Continuing Care at Home programs

Springpoint Choice is a Continuing Care at Home (CCaH) membership program for healthy adults, ages 55 and older, who want to maintain their independence at home with a plan for future long-term care. Also known as “continuing care without walls,” the CCaH concept was first developed in the 1980s and is now being offered by leading senior living providers throughout the country. Designed for older adults who want to stay in their home, a CCaH program also provides arrangements for long-term care at a senior living community, if their needs should change in the future.

Springpoint Choice membership includes a full spectrum of senior care solutions including home care services, assisted living, memory care, skilled nursing, and rehabilitation. The Springpoint Choice personal care navigators help members access senior care solutions if, and when, their healthcare needs change. Membership also includes a direct connection to the activities, wellness programs, and other amenities offered across all eight Springpoint Life Plan Communities.

About Springpoint

Springpoint is a nationally recognized senior living provider with a legacy of over 100 years serving the Mid-Atlantic region. It consists of Springpoint Senior Living and its eight full-service Life Plan Communities and 19 affordable housing communities. It also includes Springpoint at Home, providing home care and care management services, and Springpoint Choice, a membership-based program offering security for members. Learn more about Springpoint at springpointsl.org.

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