

FOR IMMEDIATE RELEASE

February 2013

THE OWNERS OF VIENNA MEDICAL LAUNCH NEW SENIOR CARE
RESOURCE CENTER CALLED AGING TREE

Agencies and services targeting elderly in one-stop setting

Orange City, FL “We’ve been going into homes throughout Volusia and Flagler Counties - actually all across Florida – since the early nineties and helping people with medical supplies and equipment,” says Corey Shenk, owner of Vienna Medical Supply. “We noticed that people would come to us asking for referrals or advice about all sorts of other home-related or geriatric services - everything from household help to assisted living communities. It’s like we became the reliable link to what they were looking for. We decided there was a definite need for a sort of liaison, so we created Aging Tree.”

Vienna Medical specializes in medical equipment, oxygen and sleep therapy products commonly associated with Medicare and other private insurances. Shenk noted that people often are not savvy about their insurance, Medicare, filing and other related matters and that Vienna’s hands-on help with this leg of medical supply service set their company apart. Overall, this unique and comprehensive approach to serving this specific niche led Shenk and his staff to the conception of Aging Tree.

Shenk says that the preponderance of retirees in the Sunshine State creates a sense of isolation for many older people. “Often their families are far away; and as they see their independence diminishing, they may realize they need help in many areas. What they’re lacking is someone to help sort out what’s available to them, what they need and where to get it,” he continues. “Often it’s the family who needs that same assistance, since they’re concerned but too far away to be proactive in arranging services.”

The answer to the dilemma is Aging Tree, which Shenk sees as a bridge connecting the elderly and their families to services through a dedicated partnership with access to the resource center’s wide range of affiliates. A current resource file enables them to provide screened company’s that provide everything from a home care company to a handyman, assisted living retirement community information or virtually any other service as needed.

A plethora of services are onsite at the Aging Tree store in the Orange City Kohls Plaza, such as real estate advisors, home medical equipment, therapy, hospice services, attorneys specializing in elder law, home health care professionals and estate planners. But the service also acts as a resource for “daily life” needs such as housekeeping, nutritionists, home maintenance, transportation services and lawn care through the Aging Tree Resource Library. All representatives and companies have been screened for insurance, licensing and other certifications; so there are no concerns about reliability or safety when choosing to do business with one of the Aging Tree certified companies.

When Aging Tree helps a client, they first help determine what the pertinent medical and financial needs might be and supply a free list of the different services available that may be able to assist them.

“At this time in life, people should be enjoying their lives, not filling out paperwork or worrying about who to call when they need a faucet fixed or need to get some extra help with exploring their independent living options,” says Shenk. “And you have to bear in mind that needs can change dramatically - and quickly. When someone becomes a branch on the Aging Tree, they can get an expert in any medical, home or legal issue.

“Families can also stay on top of things with just one call,” he adds. “This eliminates the worry and frustration created by being far away from an aging relative. When they call one of Aging Tree’s care management companies, they’ll have immediate and up-to-date information on everything from the latest doctor’s report to a follow-up on home health care. We’re literally a one-stop for quality services and peace of mind; That’s why our motto is...Live again, Laugh again, Love again.”

Store Opening date 3/25/13.

Grand Opening 4/4/2013 5pm to 8pm. PLEASE RSVP

To learn more about Aging Tree visit our website at www.agingtree.com or call 386-753-1959.