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## industry news.

### ▣ Robo-fido eases loneliness in nursing home residents as well as read dog

According to Long Term Care Living magazine, residents were able to form a bond with a robot dog. Saint Louis University researchers compared how residents of three nursing homes interacted with Spraky, a living, medium-sized gentle mutt, and Aibo, a doggie robot once manufactured by Sony.

"The most surprising thing is they worked almost equally well in terms of alleviating loneliness and causing residents to form attachments," says William A. Banks, MD, professor of geriatric medicine at Saint Louis University. To learn more, go to:

<http://www.ltimagazine.com/ME2/dirmod.asp?sid=&nm=&type=news&mod=News&mid=9A02E3B96F2A415ABC72CB5F516B4C10&tier=3&nid=6815B1DF2B5C4DBE9543B8C9A3E42175>

### ▣ One-third of individual LTCi buyers under age 55

Long-term care insurance has evolved from a post-retirement purchase to a staple of financial planning for those in their 40s and 50s. According to new research just published by the American Association for Long-Term Care Insurance (AALTCI), one third (33%) of buyers of individual long-term care insurance protection in 2007 were under age 55. Younger individuals are not merely buying protection in anticipation of claims in their later years. To read more, go to:

<http://www.ltimagazine.com/ME2/dirmod.asp?sid=9B6FFC446FF7486981EA3C0C3CCE4943&nid=9A02E3B96F2A415ABC72CB5F516B4C10&tier=3&nid=6420D005542049AF9D2CC55A0CAFEA6C>

## shop talk.

Felicia Wilson LMSW, LNHA

### Building Successful Work Relationships--Playing In The Same Sandbox

Althea DeBrule wrote an excellent article on how to build successful workplace relationships that provide a framework for creativity and camaraderie. There's a tremendous amount of pressure as we grow older to learn to act our age [whatever that means]. In fact, most people consider age a number not an indication of vitality, health or maturity.

Nevertheless, too many of us leave the things of childhood behind us. This is both good and bad. It is good to leave childish behavior behind, but bad when we discard many childlike behaviors that can make us successful adults.

One such childlike behavior is learning how to develop reliable relationships with others through experiences in the same sandbox that teach us how to cooperate, exchange ideas, and communicate. To read more, go to: <http://ezinearticles.com/?Building-Successful-Work-Relationships--Playing-In-The-Same-Sandbox&id=53381>

## trivia time.

How many Americans believe that Medicare covers assisted living costs? The first ten correct responses e-mailed to [support@patientplacement.com](mailto:support@patientplacement.com) will receive a free gift. Be sure to include your mailing address in the e-mail. The previous trivia question was: How many individuals receive care and services at an adult day center? The answer was 150,000.

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## fun facts

### Did you know that:

- Only 8 percent of Americans over 45 can estimate the average monthly cost of a nursing home within 20 percent of its actual cost.
- Less than a quarter (23%) of Americans over 45 can estimate the monthly cost of an assisted living facility within 20 percent of its actual cost.
- One in five (20%) Americans over 45 say they don't know the cost of an in-home visit from an aide.
- Nearly 20 percent of Americans over 45 said that their estimates of long-term costs were "just a hunch."
- Close to one fifth of Americans over 45 (18%) responded that they "don't know" what funds will cover their long-term care costs.
- More than 55 percent (59%) of Americans over 45 incorrectly believe that Medicare will pay for extended nursing home stay.
- Fifty-two percent of Americans over 45 incorrectly believe Medicare covers assisted living costs.