



IS IT TIME TO HAVE “THE TALK” WITH YOUR PARENTS?

If you're nervous about suggesting a senior living community to your loved one, you're not alone. At Wind Crest, we've helped many families just like yours have successful conversations about this challenging topic.

Honesty is the best policy. Be truthful about your feelings and encourage your loved one to do the same. It is only through open, honest discussion that you'll come to the best decision.

Empathize with other decision makers. Before starting the conversation, take time to consider how your loved one and other members of your family may feel. Pick a quiet, stress-free place to talk and allow adequate time for the discussion.

Listen. Once you've introduced the topic of senior living to your loved one and shared your initial thoughts, stop talking and start listening. Resist becoming defensive or feeling attacked. Stay calm, be patient, and keep an open mind about all viewpoints.

Prepare in advance. Jot down the key points you wish to make so the conversation stays on track. And be sure to have information immediately at hand, as your loved one will have questions. Your preparations will ease concerns and help build confidence in the decision.

THE RESOURCE YOU CAN TRUST

Wind Crest is part of a national network of Erickson Living,[®] communities with 35+ years of experience serving the health and wellness needs of seniors. Our team of care experts can provide your loved one with individualized care in a setting that's nurturing and secure.

MORE HELP IS JUST A PHONE CALL AWAY.

If you have other questions or just need some helpful advice, we're here for you. Call the Wind Crest sales team today at **303-876-8400**.



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Independent Living • Assisted Living • Memory Care
Short-Term Rehabilitation and Nursing Care

Wind Crest, Inc., a nonprofit organization, is solely responsible for fulfilling financial responsibilities to residents under the contract. Wind Crest is within the network of communities developed and managed by Erickson Living.[®]