



Why a Certified Senior Advisor is the *PREMIER* choice in assisting your family with care options.



What is a Certified Senior Advisor (CSA)?

A CSA is a professional who has completed a rigorous course of instruction in the concerns facing seniors. This course is taught by a nationally recognized panel of experts in social work, law, medicine, gerontology, geriatrics and financial planning. Upon completion of the course, candidates for the designation must pass a comprehensive exam to demonstrate their knowledge of the issues and their commitment to meeting the needs of boomers and the aging population. Successful candidates become members of the Canadian Academy of Senior Advisors and attend on-going training to stay current.

What is the Canadian Academy of Senior Advisors?

The Canadian Academy of Senior Advisors was established in 2003 as an extension of the Academy of Senior Advisors in the United States. Using a proven and recognized curriculum and customized the information to address the unique needs of Canadian boomers and seniors. Older Canadians can obtain advice from Canadian professionals who are part of and contribute to an international community dedicated to pursuing the highest quality of service.

Certified Senior Advisor Education

Each CSA must demonstrate a clear understanding of the following topics, and receives monthly educational updates.

- Principles of aging
- Social aspects of aging
- Trends in aging
- Canada's Social Security Programs
- Financial & estate planning
- Caregiving
- Health, nutrition & fitness
- Alzheimer's Disease and related Dementia
- Chronic illnesses affecting seniors
- Abuse & exploitation of older Canadians
- Canada's Health Care System
- Ethical marketing to seniors
- Business ethics with seniors
- Senior housing & assisted living
- Long-term care
- Grief & loss
- End of life planning
- Senior spirituality
- Resources & Networking
- Advocacy.

CSA Code of Professional Responsibility

Code of Professional Responsibility embraces the following Canons which express in general terms the ethical and professional ideals expected of CSA designees. They strive to adhere to them in all of their business and professional activities:

Competence. A CSA will provide services in a competent manner and will maintain the education and skills to continue to do so

Confidentiality. A CSA will protect the privacy of clients.

Professionalism. A CSA will serve client, colleagues and the public with the highest degree of professionalism and will work to enhance the reputation of the Canadian Academy of Senior Advisors.

Fairness. A CSA will deliver services in a manner that is fair and reasonable and will disclose any potential conflicts of interest.

Integrity. A CSA will provide services with honesty and trust, and the best interest of the client will always take priority.

Diligence. A CSA will act with timeliness and consistency in the fulfillment of all professional duties.

Why you should work with a Certified Senior Advisor.

When you choose a professional who has earned the CSA designation, you can be assured that you're working with someone who has committed to addressing the issues that are important to you and your family. You will be treated with respect, honesty, understanding, compassion and professionalism. Your advisor has up-to-date information about topics that have a direct impact on the quality of life of yourself and your loved ones.

Give yourself the comfort of knowing your CSA adheres to the highest standards of professionalism and ethics.

David J. Watson CSA

President

Premier Homecare Services Inc.

12 Firthway Court

Toronto, ON M3B 2K2

Phone: 416-510-8848

Fax: 416-510-8858

Email: info@premierhomecareservices.com

Website: www.premierhomecareservices.com