



PRESS RELEASE

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New Resource Available for Northeastern Ohio Seniors and Their Families

Cuyahoga area seniors now have a new resource to help them age successfully. Kevin K. Johnson, CSA, of Caring Concierge in Cleveland, Ohio, recently completed a comprehensive course through the Society of Certified Senior Advisors (SCSA) and earned the designation of Certified Senior Advisor (CSA)[®]. SCSA is an international organization that has trained more than 20,000 professionals to meet the changing needs of a growing senior population.

“The health, financial and social needs of seniors are different and more complicated than those of any other age group. SCSA keeps professionals from a wide variety of fields abreast of all these issues by providing education, training, support and communication resources to those of us dedicated to serving seniors,” Kevin Johnson said.

The explosion in growth of the senior population is one of the most important demographic developments of the 21st century. Two-thirds of the people who have lived past the age of 65 are alive today. In the United States alone, seniors (age 65 and older) number 35 million and will continue to increase (with women being the largest segment), leading an unprecedented shift in the age of the population. By 2030, the U.S. Bureau of Census predicts there will be about 70 million people who are 65 and older – one in five Americans will be seniors.

This demographic shift requires an educated response in how professionals work with seniors and the challenges and opportunities they face. Mr. Johnson said, “With more people living longer, we are already beginning to see changes in how seniors function in our society, from retirees who choose to start a second or third career, to various forms of alternative senior housing and new approaches to diet, exercise and overall health care for seniors”.

As a CSA, Kevin Johnson will participate in continuing education that emphasizes ethical selling and business practices and volunteer service specific to seniors.

About SCSA

The Society of Certified Senior Advisors (SCSA) is a national organization that educates professionals to work more effectively with their senior clients. Founded in 1997, SCSA teaches an integrated approach to the health, financial, and social aspects of aging. Professionals who obtain the designation as Certified Senior Advisors (CSA's) are able to integrate this knowledge into their professional practices. They've learned how incredibly gratifying it is to help seniors achieve their goals, and the seniors they've worked with have learned how important it is to work with someone who truly understands their age-related circumstances.