

Press Release



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Noted Senior Care Expert Joins EasyCEU as Instructor

October 9, 2008 – [EasyCEU](http://www.EasyCEU.com) is pleased to announce the addition of noted senior care expert, Benjamin Pearce, to its group of online course instructors.

Pearce, currently the President and CEO of Potomac Homes Inc. in Ramsey, New Jersey, is a former director of the National Association of Senior Living Industries (NASLI) and the Assisted Living Federation of America (ALFA). He is the author of the **Senior Living Communities: Operations Management and Marketing for Assisted Living, Congregate and Continuing-Care Retirement Communities** (The Johns Hopkins University Press), currently in its second edition, widely recognized as an authoritative work in the field.

Pearce teaches graduate level classes on senior housing and is a faculty member of the Real Estate Institute at New York University and Johns Hopkins University. He also serves on the editorial advisory boards of Resident Life/Assisted Living Success magazine, Briefings on Assisted Living, and Assisted Living Executive Report.

Pearce has contributed three new courses to EasyCEU's catalogue of over 20 online courses designed specifically for administrators of nursing homes (NHA) and assisted living communities, as well as RNs, LVNs, Social Workers and Family Therapists who work with the elderly.

Pearce's courses, each approved by the National Association of Long Term Care Administrator Boards (NAB) for 2 CEU hours, cover the important subjects of **Depression and the Elderly, Falls and Fractures and Aromatherapy.**

Pearce has five (5) additional courses in development, adding important new learning opportunities for senior care providers.

EasyCEU.com offers courses on a variety of subjects through an easy-to-use online format, also known as e-learning. Learners simply register and choose a username and password that gives them access to their courses day or night, wherever they have internet access. When learners have completed a course, they can immediately print out a certificate from the website.

All EasyCEU courses, including these new courses from Pearce, are accredited by the National Association of Long Term Care Administrator Boards (NAB). Courses are approved for nursing home administrators, assisted living administrators, RNs, LCSW and MFTs throughout the U.S. EasyCEU courses are also approved for Kansas Adult Care Home Administrators (**KDHE**) and California **RCFE** and **ARF** administrators. For more information, visit www.EasyCEU.com or call toll free at 877-843-8374.

EasyCEU (EasyCEU.com), offers anytime, anywhere web-based courses and continuing education credits for assisted living and nursing home administrators, nurses and managers. All courses are approved by the National Continuing Education Review Services of the National Association of Boards of Examiners of Long Term Care Administrators (NCERS/NAB), as well as by the numerous state licensing boards. Its instructors are professional healthcare and senior care educators and providers.

Potomac Homes, Ramsey, NJ offers the *Residential Alternative to Institutional Care for Dementia*. Potomac Homes provides state of the art design in Alzheimer's facilities as well as a lifestyle which promotes dignity and sensitivity to enhance each resident's quality of life. For more information, visit www.Potomacgrouphomes.com or call 201-368-7070.

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