

Home

Solutions

Person-centered Services

Home & Community Based

Consultants

Clients

Affiliations

Conferences / Publications

Contact & Resources

FuturAge Consultants

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Jackie Pinkowitz , M.Ed., *Managing Partner*

As managing partner of FuturAge, Ms. Pinkowitz focuses on enhancing person-centered healthcare services. Her commitment to advancing clients' business objectives while empowering consumers are fundamental values she incorporates as she assists technology companies, on and off-line content providers, national organizations, and service agencies with marketing, marketing communications, and business development efforts.

Ms. Pinkowitz is involved in issues related to changing the culture of special needs services across home, community-based & long term care sectors. Her commitment to family-centered services of choice & excellence led to her advocating for future-focused technology applications. She designs consumer and patient outreach programs for companies and nonprofit organizations; and co-authors curricula and training materials for healthcare professionals. She is an advisor to QualityHealth.com and lead author/ administrator of [QH's Caregivers Cafe](#). A frequent speaker at national and state professional conferences, she is the author of numerous articles on healthcare services and technology for enhanced living.

Ms. Pinkowitz earned her M.Ed. from Rutgers University & holds advanced certification in special needs populations. Her career as an educator has spanned early childhood through eldercare. She served as teacher and consultant to Project Head Start and taught students with neurological, physical, emotional, and behavioral challenges in both the public and private sectors.

Ms. Pinkowitz serves on the AHRQ-CEAL Consumer Disclosure Collaborative and the CEAL-UNC Medication Management Research Project for the national Center for Excellence in Assisted Living in Washington, DC. She also serves on the ALAP of the NJ Dept. of Health & Senior Services. She is a member of the advisory councils of Rutgers University School of Social Work Gerontology Program and the HealthCare Association of New Jersey. Ms. Pinkowitz served on the US Senate's National ALW taskforce in Washington, DC & the National Multiple Sclerosis Society Taskforce in NY. She is president of the Brad J. Pinkowitz Memorial Fund, a private, non-profit foundation that provides educational materials and services to disadvantaged children.

Lon Pinkowitz, M.A., Senior Vice President



As Senior Vice President of FuturAge, Mr. Pinkowitz has been actively involved in issues related to changing the business of care & services in America with particular focus on utilization of emerging technologies, as well as the implications of impending global workforce issues. He has applied his expertise in sales & marketing, marketing communications and organizational systems to assist start-up companies & enhance the bottom-line success of corporate & association clients.

Over the past thirty years, he has worked for C.R. Bard, Minnetonka & Tsumura International, having attained successive positions as Vice President of Sales, Vice President of Sales & Marketing, & Vice President of New Business Development / International Sales & Marketing. As a consultant, he utilizes his expertise to assist clients in maximizing and expanding their brand equity through repositioning, brand imaging, new product development, licensing, & regulatory issues. He assists both national & international clients in maximizing product assets through product redistribution & new market penetration. Mr. Pinkowitz conducts sales & marketing seminars for business leaders in both educational & professional venues.

Mr. Pinkowitz serves on the advisory council of the national Consumer Consortium on Assisted Living. Mr. Pinkowitz resides in Colts Neck, NJ & serves on the Board of Directors for a New Jersey-based private non-profit foundation that provides educational materials & services to disadvantaged children.

CONSULTANTS

William E. Reynolds, D.D.S., M.P.H.

Dr. Reynolds has held academic appointments at the University of Michigan's School of Public Health & the School of Dentistry, & at the University at Albany, State University of New York. Currently he is a Clinical Associate Professor at the School of Public Health and formerly a Public Service Professor at the School of Social Welfare

During the 26 years working for the New York State Department of Health, his roles included directing the Bureau of Standards Development & serving on the senior management team of the Office of Continuing Care. He was a key participant in efforts to improve systems of services for persons with disabilities as required by the Americans' with Disabilities Act and the recent Olmstead Decision of the Supreme Court.

Dr. Reynolds has been a principle investigator of multiple grants to foster the development of a statewide system of services for persons with traumatic brain injury. As consultant to the California Department of Mental Health on behalf of the Traumatic Brain Injury Technical Assistance Center, he wrote a grant proposal which led to a three year award to develop systems of services for persons with brain injury. Dr. Reynolds is carrying out the project under the direction of the California Department of Mental Health.

He has consulted with the Brain Injury Association of Florida on best practices for the provision of Medicaid waiver services to individuals with traumatic brain injuries to establish a framework for future BIAF planning regarding Medicaid and Medicaid waiver funding and legislation in Florida. In addition, Dr. Reynolds consulted with the State of Delaware on implementation of its

Acquired Brain Injury Home and Community Based Services Medicaid Waiver.

He has served on the boards of CARF-The Rehabilitation Accreditation Commission and the National Association of State Head Injury Administrators, of which he was president; & has served as a member of the board of the Pioneer Network, an organization committed to changing the culture of aging.

Dr. Reynolds has authored or co-authored over ten papers, abstracts and book chapters. His most recent publications include chapters in **The Textbook of Traumatic Brain Injury**, & in **Culture Change in Long-Term Care**. He co-edited issues of the *Journal of Head Trauma Rehabilitation* on the subject of "Public Policy Issues". He has presented at over 50 professional conferences throughout the U.S.

David Roussel, MS Ed., MSW

For over 30 years David, a demonstrated leader in the disabilities field, has dedicated his career to special needs populations who benefit from residential & community based services. He applies his expertise assisting FuturAge clients to maximize efficiencies & effectiveness through strategic planning, organizational structure, operational & facility management, financial & regulatory oversight, human resource & client service development.

David has overseen, developed, managed & directed the operations of 15 group residences for adults. His responsibilities included developing and modifying organizational structures; planning, securing funding & administering capital improvements & expansion; the recruitment, training, counseling & retention of staff.

David develops funding strategies; addresses & resolves regulatory & licensing issues through successful interface with state & local officials; designs quality assurance programs linked to national quality indicators; & establishes sound managerial auditing practices to control costs. He is a frequent speaker at regional & state conferences.

Kathy Laenhue, M.A.,

Kathy has a master's in instructional technology (multi-media training) & is a certified Geriatric Activity Program Specialist, & former adjunct professor in Aging Studies at the University of South Florida. She was the director of learning development for Mather Institute on Aging, where she is noted for her work with professional & family caregivers & brain aerobics.

She is the author of the online *Brain Aerobics Weekly* & *Wiser Now Alzheimer's Disease Caregiver Tips*, two blogs & three books:

- ***Alzheimer's Basic Caregiving – an ABC Guide, and its companion:***
- ***Activities of Daily Living – an ADL Guide for Alzheimer's Care***
- ***Getting to Know the Life Stories of Older Adults: activities for building relationships.***

Kathy also writes a weekly column for Activity Connection develops multi-media training materials, provides training & is a speaker for a number of clients:

- The National Alzheimer's Association
- Pfizer Corporation
- Terra Nova Films
- Senior Living University
- Sunrise Senior Living
- Applied Aged Care Solutions (Melbourne, Australia)
- Anglican Retirement Villages (Sydney, Australia)

Kathy's work is practical & light-hearted; when we are coping with a serious illness, we need to tap into our sense of humor. Her inspiration comes from her ever-cheerful mother, who died of Alzheimer's disease in 1996. The dual experiences of hands-on family caregiver & professional trainer give her an authentic perspective of multiple facets of caregiving that enable her to provide others with the tools for success. More information at www.wisernow.com

Lynn Lazarus Serper, EdD.

Dr. Serper is founder & creator of the Serper Method™, an innovative cognitive intervention program. This method is comprised of targeted mental exercises used successfully by individuals with age-related challenges as well as Alzheimer's disease, stroke/aphasia, and traumatic brain injury. The activities, based on cognitive and memory brain research, relate to everyday events & furnish strategies for success. Each activity supports social interactions and expansion of thought and memory.

Dr. Serper served as Co- Investigator to Principal Investigator, Nancy Emerson Lombardo, of the Brain Enhancement Strengthening Treatment (BEST) research study through Boston University School of Medicine and had lead responsibility for the research Intervention using the Serper Method™ for persons with early-stage AD. She has also designed, taught and used The Serper Method™ through Brain Enhancement Services, Inc. with individuals challenged by stroke and brain injury, with persons struggling with early stage and mid stage Alzheimer's disease or other dementias and with individuals addressing age-related challenges.

Dr. Serper develops and conducts training of Cognitive Educators™ to teach subjects such as reading, history and geography and math and trivia using the Serper Method™ system. The materials and methods stimulate memory, thought, problem solving, and has been reported to promote increases in conversation, socialization and performing activities of daily living through relevance, interest, meaning and reminiscence.

Research projects using The Serper Method™ conducted under Dr. Serper's guidance, have achieved successful results, in Chicago, IL, Richmond, IN and in Nashville, TN. She has also designed and used small group programs in Assisted Living Residences and adult day centers.

Dr. Serper is the author of the book *Brainstorming: the Serper Method™ of Brain Recovery, Regrowth and Vitality*, four Serper Method™ workbooks and two Serper Booster™ supplemental workbooks. More information at www.serpermethod.com.

Linda S. Thompson, Professional Speaker, Author, and Corporate Trainer

With 30 years of marketing experience in Fortune 500 companies, Linda Thompson founded Life Path Solutions, Inc. She obtained her securities and insurance licenses and began assisting corporate clients with their insurance and investment needs.

As her clients' challenges with eldercare issues grew, she created a team of professionals who could assist them in all aspects of life planning from elder care to retirement planning; from end-of-life planning to family communication.

As a corporate trainer, she designed and implements *Planning for Tomorrow*, a series of workshops and lectures specifically targeted for their Baby Boomer employees. Linda's most recent book, *Every Generation Needs a New Revolution*, addresses the human resource issues and challenges companies face with an ever-growing multigenerational workforce and presents practical

solutions for bridging the cultural and communication gaps to enhance workplace cooperation and effectiveness.

During this same time, Linda and her mother built and shared a home in Arizona. Thus began Linda's personal entrée into the world of the working caregiver. Her book, *Planning for Tomorrow – Your Passport to a Confident Future*, is the compilation of her lectures, research, and personal life experiences. Linda's second book, *A Caregiver's Journey-You Are Not Alone*, is a guidebook for working caregivers. A tribute to her mother and their years together, it was published just 3 days prior to her mother's passing.

Linda is a frequent speaker at regional, state and national organizations and associations as she combines her expert insights with a keen sense of humor. Visit her website at <http://LifePathSolutions.biz> for additional information.

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