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## Community News Submissions

### National Council of Certified Dementia Practitioners Stress the Need for Alzheimer's and Dementia Training for All Healthcare Workers and Law Enforcement!

SPARTA, N.J., As the number of dementia cases continues to increase nationwide and worldwide, there is a great necessity to insure that caregivers are well trained to provide appropriate, competent and sensitive direct care and support for the dementia patient. The National Council of Certified Dementia Practitioners is stressing the need for Alzheimer's and Dementia training for all health care professionals. It is imperative that long-term care facilities provide competent trainers in the area of Dementia.

The National Council is holding a nationally recognized Alzheimer's and Dementia Train the Trainer Seminar on May 14th, 2005. The seminar is recommended for Corporate Trainers, In-Service Directors, Geriatric Care Managers, Nurses, Administrators, Activity Professionals, Social Workers and Consultants. The Alzheimer's and Dementia Trainer Seminar will provide the student with all the tools to implement a comprehensive training program, Power Point, Overheads, 5 Text Books, Video and Handouts. The course will include Overview (Diagnosis, Prognosis, Treatment) Communication, Feelings and Repetitive Behaviors, Wandering, Hoarding, Paranoia, Hallucinations, Sun downing, Intimacy, Sexuality, Aggressive Behaviors, Catastrophic Reactions, Personal Care (Swallowing, Eating, Bathing + Dressing), Activities, Environment, Staff and family relationships, Stress and the Caregiver, Multicultural Considerations, Pastoral Care and End of Life.

The National Council of Certified Dementia Practitioners was formed by a group of professionals with varying work experiences in the field of dementia care. Their backgrounds include Nursing, Psychiatry, and Therapeutic Recreation, Social Services, Long Term Care Administration, Elder law and Home Care Administration.

The NCCDP was formed to promote standards of excellence in dementia education to professionals and other caregivers who provide services to dementia clients. The goal of the council is to develop and encourage comprehensive standards of excellence in the profession and delivery of dementia care.

To qualify for Certified Dementia Practitioners, the applicant must have the following credentials:

1. Certified or licensed in a health care profession
2. 3 years experience in health care
3. Completed a minimum of 7 hours of a comprehensive Alzheimer's and Dementia course.

The NCCDP also provides training to law enforcement as they are generally the first to respond to emergencies. For information please contact National Council of Certified Dementia Practitioners at toll free 1-877-729-5191 or visit our website <http://www.nccdp.org>.

## Community News Submissions

### Research and Markets: Discover Why WellPoint Inc. is the Largest Publicly Traded Commercial Health Benefits Company in terms of Benefits in the US

DUBLIN, Ireland, Research and Markets (<http://www.researchandmarkets.com/reports/c18482>) has announced the addition of WellPoint, Inc. BusIntell Report to their offering. (Logo: <http://www.newscom.com/cgi-bin/prnh/20040820/RESEARCH>) WellPoint is the largest publicly traded commercial health benefits company in terms of membership in the United States, serving more than 27 million medical members as of December 31, 2004. WellPoint, Inc. is the Blue Cross licensee for California and as the Blue Cross and Blue Shield licensee for twelve other states: Colorado, Connecticut, Georgia, Indiana, Kentucky, Maine, Michigan (excluding 20 counties in the Western City area), Nevada, New

maine, missouri (excluding 30 counties in the Kansas City area), nevada, new Hampshire, Ohio, Virginia (excluding the Northern Virginia suburbs of Washington, D.C.), and Wisconsin. WellPoint also serves customers throughout various parts of the U.S. as HealthLink and UniCare. WellPoint is licensed to conduct insurance operations in all 50 states and Puerto Rico through its subsidiaries.

On November 30, 2004, Anthem, Inc. and WellPoint Health Networks completed their merger. WHN merged with and into Anthem Holding Corp., with Anthem Holding Corp. as the surviving entity in the merger. In connection with the merger, Anthem amended its articles of incorporation to change its name to WellPoint, Inc. ("WellPoint"). WellPoint offers a broad spectrum of network-based managed care plans to the large and small employer, individual, Medicaid and senior markets. Its managed care plans include preferred provider organizations, or PPOs, health maintenance organizations, or HMOs, point-of-service plans, or POS plans, traditional indemnity plans and other hybrid plans, including consumer directed, hospital only and limited benefit products. In addition, WellPoint provides a broad array of managed care services to self-funded customers, including claims processing, underwriting, stop loss insurance, actuarial services, provider network access, medical cost management and other administrative services. WellPoint also provides an array of specialty and other products and services including pharmacy benefit management, group life and disability insurance, dental, vision, behavioral health benefits, workers compensation and long-term care insurance.

This report looks at the following topics:

- Industry Overview/Trends
- Company Overview
- Corporate Strategy
- New Economy
- Company Executives
- Financial and Membership Information
- Lines of Business
- Sources

For more information visit  
<http://www.researchandmarkets.com/reports/c18482>

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## Community News Submissions

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### **Pavia Day Spa Enhances 'Soul' Therapy Program**

Pavia Day Spa, a leading, full-service day spa in Saratoga, California, today announced enhancements to its ground-breaking "Soul" Therapy program. In addition to existing services such as Intuitive Tarot Readings and Guided Meditation, the Soul Therapy menu has expanded to include Reiki Therapy, Personalized Astrological Chart Readings, and Raindrop Therapy. Soul Therapy services are designed to address the "spirit" aspect of the "Mind-Body-Spirit" connection, enhancing clients' inner well-being.

Each of the new Soul Therapy services adds a unique dimension to the existing menu. Reiki, an ancient Tibetan technique, channels the energy of the Universe through a "laying on of hands" to effect profound emotional, spiritual, and physical healing. Astrological Chart Readings give insight into clients' life patterns as determined by the surrounding planets, and can be customized to each individual based upon their birth date, birth place, and birth time. Raindrop Therapy utilizes the power of pure, therapeutic essential oils and Reiki to create greater structural and electrical alignment. Clients who experience these new Soul Therapy services will gain spiritual insight, experience profound healing, and emerge with a greater sense of well-being.

Pavia's Soul Therapy menu

"Pavia's mission is to pay attention to our clients' inner lives as well as their outer lives," said Maryling Yu, co-owner of Pavia Day Spa. "The success and popularity of our Soul Therapy program has been a testament to clients' growing need to focus on spirituality and sanity. We are one of the few day spas in existence who do recognize and address this need."

Reiki Master/Teacher Bobbi Bornstein has joined Pavia Day Spa's Soul Therapy staff to provide Reiki and Raindrop Therapy services. Also a

therapy staff to provide Reiki and Raindrop therapy services. Also a Certified Hypnotherapist and Teacher of Jewish Meditation and Jewish Healing Techniques, Bobbi has practiced various non-invasive healing modalities for the last 8 years throughout the Bay Area. Theresa Hatcher, Pavia's current Soul Therapist, will perform Astrological Chart Readings in addition to continuing to provide Intuitive Tarot, Guided Meditation, and Hypnotherapy Services.

"I am excited to practice Reiki and other Soul Therapies at Pavia," said Bobbi Bornstein . "It will be a wonderful opportunity for me to incorporate my diverse training and experience into creating a unique and effective healing program for clients ."

For more information about the Pavia Soul Therapy Program, or to schedule an appointment, please call 408-741-1555.

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