



Contact: Lana Adams
(248) 773-0219
ladams@csttll.com

CST your Link to Life & AASC Announce New Innovations in Service Coordination Awards

FARMINGTON HILLS, MICH.—August, 2010— As a Platinum Level Sponsor for the American Association of Service Coordinators (AASC), Jeffrey Prough, President and CEO of Critical Signal Technologies (CST) addressed the attendees during the General Session on Tuesday, August 30 of the 2010 National Service Coordinator Conference held in Anaheim, California. During his remarks he announced the new **Innovations in Service Coordination Award**, to be sponsored by Critical Signal Technologies for the first time in 2011. The award will recognize a program by an organization that:

- Advances the aging-in-place movement by assisting the entire property, with community services
- Demonstrates innovative thinking in the creation of programming that benefits all the residents/clients and the outside community
- Results in measurable positive outcomes for the residents/clients/facility/organization and/or community
- Creates better relationships between residents, staff and the community at large
- Can be replicated at other facilities or organizations
- Is initiated by the service coordinator, but must be developed and implemented by the service coordinator in conjunction with the entire property manager team

Specific considerations will be given to programs that:

- Decrease unnecessary hospitalizations
- Decrease non-emergency 911 calls
- Involve the resident/client council
- Involve community organizations (non-profit, government, for-profit and others)

Three awards will be given to winning organizations based on point scores: \$2,500 First Place, \$1,500 Second Place, \$1,000 Third Place. Nominations will be blind-reviewed by an impartial Awards Committee and will be judged on a point system as follows:

- | | |
|---|---------------|
| • Advances aging-in-place | 25 points |
| • Demonstrates positive outcomes | 25 points |
| • Is implemented by the service coordinator/property manager team | 20 points |
| • Can be replicated in other facilities and/or organizations | 10 points |
| • Additional merit criteria | 5 points each |

According to Jan Monks, “AASC is excited about the new award and pleased to be continuing its partnership with and support from CST. We think the award will help identify truly innovative programs that will support some major objectives of the Health Care Reform Act as well as elevate the visibility of service coordinators in those programs.” Modeled after the N4A program, Aging Innovations Awards, Prough had this to say when addressing the audience at the National Conference, “This award is designed to acknowledge the phenomenal and exceptional work that all of you do and have that work be shared in way that other people can benefit from it in a very quick way. CST is proud to honor the very exceptional people here today.” AASC Board members Tonya Balducci, (SPM LLC) Chairperson of the AASC Awards Committee, will be working with AASC staff and

CST in the next few months to finalize the award criteria. Nominations will be solicited in January 2011 and the first CST ***Innovations in Service Coordination Award*** will be given at the 2011 National Service Coordinator Conference in August of 2011 in Orlando, FL.

About Critical Signal Technologies, Inc.

Headquartered in Farmington Hills, Mich., Critical Signal Technologies (CST) is a leading provider of Personal Emergency Response Systems, medication management systems and TeleHealth solutions. Founded in 2006, privately-held CST operates fully redundant 24/7 Care Centers in Michigan and Massachusetts and serves individual and institutional clients throughout the United States and Puerto Rico.

#