

Elder Care Alliance[®] Promotes Interim Chief Adriene Iverson to President and CEO

ALAMEDA, CA, October 7, 2015 — Elder Care Alliance[®], a non-profit integrated system of assisted living and memory care communities, today announced Adriene Iverson was promoted to chief executive officer on September 22. Iverson, who served as interim president and CEO since April 3, brings over 20 years of leadership experience at non-profit organizations. Iverson will continue to build on ECA's strong foundation of high clinical quality, memory care programming and leadership development throughout the organization.

Iverson joined Elder Care Alliance in 2010 as vice president of operations, and in this role she led a comprehensive software conversion and implemented electronic health records across all of Elder Care Alliance's communities. She was also instrumental in ushering in Dr. John Zeisel's internationally recognized dementia care program, *I'm Still Here*[™] in Elder Care Alliance's memory care neighborhoods. In 2014 she was named vice president of strategy and business development and led the organization's comprehensive strategic planning process.

"Adriene has a proven ability to help drive innovation, growth, and deliver results; while continuing to keep the focus on our residents. Her experience will continue to be a tremendous asset to ECA as we continue to strive to provide the best in elder care services," said Sr. Kathleen Kearney, chairman of the Elder Care Alliance Board of Directors.

"I'm extremely honored and excited for the opportunity to lead the exceptional, dedicated and talented team at ECA. It is a privilege to be part of this highly collaborative, learning organization," said Adriene Iverson after her appointment.

Prior to joining Elder Care Alliance, Iverson served for 15 years as vice president of operations at the CNH District Church Extension Fund, a \$60 million church loan fund. Her responsibilities ranged from oversight of finance to marketing, underwriting, loan placement, and construction draw management. For more than a decade she has served as chair of the board for Continuing Care Retirement Community, providing valuable, firsthand knowledge of the senior living industry.

Iverson holds a Bachelor of Science in marketing from Santa Clara University.

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About Elder Care Alliance

[Elder Care Alliance](#) is a nonprofit integrated system committed to serving and enriching the holistic wellness of older adults and those who care for them through education, innovation and a network of professionals, care communities and partners. All Elder Care Alliance communities foster environments of tolerance that welcome residents of

all faiths. Elder Care Alliance is co-sponsored by the Sisters of Mercy of the Americas West Midwest Community & the Sierra Pacific Synod of the Evangelical Lutheran Church in America. For more information, visit www.ElderCareAlliance.org.

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