



# NUSTEP PINNACLE AWARD

Transform Your Program

April 2008

Dear Interested Pinnacle Applicant:

Be recognized for excellence! Enter your older adult wellness program in the 2009 NuStep Pinnacle Award!

## **MAKING A DIFFERENCE IN OLDER ADULT WELLNESS**

NuStep, Inc. established the Pinnacle Award ten years ago to recognize excellence in older adult wellness programs. Pinnacle Award winners use creativity to provide programs, environments and services that address the six dimensions of wellness which are:

- Physical
- Social
- Emotional
- Spiritual
- Intellectual
- Vocational

To nominate your center for a Pinnacle Award, follow the entry guidelines on the enclosed form. There are eight sections to complete for a total of 500 possible points. You don't have to own a NuStep to participate.

Note: This year, the Pinnacle Award is redefining the criteria for hospital-based wellness centers to encourage best practices. The award will focus on older adult wellness programs that support the whole person wellness model. Innovative, progressive, involved, motivational—these are the qualities we seek in Pinnacle Award winners.

### **The deadlines for entries is June 27, 2008.**

A panel of industry experts will select the finalists. Judges will go on site to determine the winners. Winners will receive a NuStep Recumbent Cross Trainer for their centers and the prestigious Pinnacle Award trophy. NuStep will announce the winners at the AAHSA Conference, October 2008, and photos and information on their wellness programs will be posted on the NuStep website and announced in the *NuStep Touchline*. Press releases will be sent to industry publications and to community newspapers. Good luck! Previous year's NuStep Pinnacle Award finalists are not eligible to apply.

Yours in Good Health,

Steve Sarns  
Vice President, Sales and Marketing  
Exercise Physiologist

Valencia Johnson  
Pinnacle Award Coordinator

**P.S. If you have any questions, please call Valencia Johnson at 1.800.322.2209 ext. 105 or e-mail [vjohnson@nustep.com](mailto:vjohnson@nustep.com)!**



Transforming Lives™

[www.nustep.com](http://www.nustep.com)

NuStep, Inc.  
5111 Venture Dr., Suite 1, Ann Arbor, MI 48108  
800.322.2209 734.769.3939 Fax 734.769.8180

US Patent No. 5,356,356 D359,777, and other patents pending



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## Transform Your Program

The NuStep Pinnacle Award salutes organizations that use creativity within the six dimensions of wellness and commit to transforming the lives of people and promoting optimal health and wellness regardless of age.

The Criteria for a Pinnacle application is as follows:

### **Senior Living Community**

Any program that is part of an independent living community, assisted living community, or skilled nursing center.

### **Senior Center**

Any program catering to an older adult (50+) population that is an active adult wellness program or senior center.

One winner will be chosen in each category.

To nominate your wellness program for a Pinnacle Award, read the Rules for Entry. Then describe your older adult wellness program by using the outline on the next page.

Each winner will receive:

- **NuStep Recumbent Cross Trainer**
- **NuStep Pinnacle Award Trophy presented on-site by a NuStep Vice President**
- **Flight and 2 night hotel stay at the 2008 AAHSA Conference October 13-15 in Philadelphia, PA**
- **Recognition at the AAHSA Conference**
- **Exposure in industry publications**

### **Rules for Entry**

Use or ownership of a NuStep Recumbent Cross Trainer is not required for entry. Previous year's NuStep Pinnacle Award finalists are not eligible to apply.

Respond to each question separately. Cite any supporting exhibits within your response. All exhibits, data, photos and videos must be included. Mail two copies of the completed entry (Single copy entries will not be accepted) to:

NuStep, Inc.  
5111 Venture Drive, Suite 1  
Ann Arbor, MI 48108  
Attn: Pinnacle Coordinator

Entries may also be emailed: [pinnacle09@nustep.com](mailto:pinnacle09@nustep.com)

### **Entries must be postmarked by June 27, 2008.**

Entries must be no more than five pages (excluding photographs, exhibits, and outcome data).

A panel of industry experts will select the finalists by total point score. Judges will go on site to determine the winners. The points possible for each question is shown in the margin. The panel's decision is final.

Winners will be contacted in late August and awards will be presented at the American Association of Homes & Services for the Aging (AAHSA) Conference October 13-15, 2008 in Philadelphia, PA.

[www.nustep.com](http://www.nustep.com)

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## Document the Transformation

### Describe your Older Adult Wellness Program

(Please focus only on your programs for 50+, not your overall programming.)

#### 1. Overview (100 pts.)

Give a general overview of your older adult wellness program, including the mission statement, program design, medical soundness of design and operation, staffing (we feel staffing is critical to the success of any wellness program) and facility overview. Please focus on what makes your program unique and different from other older adult wellness programs. Please describe how you approach each of the six dimensions of wellness including: Physical, Social, Emotional, Spiritual, Intellectual, and Vocational.

#### 2. Marketing (50 pts.)

Describe how you market/promote your program: your target audience, marketing message, supporting marketing materials, special marketing campaigns. Also mention any fee you charge for basic membership or additional programs. Please include any marketing materials with your entry.

#### 3. Participation (50 pts.)

Detail the level of participation in your target audience and how you measure it. Include participation in events in all six dimensions of wellness: physical, social, emotional, spiritual, intellectual and vocational. Explain any surveys or software you use to measure participation.

#### 4. Motivation (75 pts.)

Describe how you motivate and track both enrollment and participation of your target audience. What unique ways do you motivate your audience?

#### 5. Program Enhancement (50 pts.)

What improvements have you made to your program? How did you gather information to improve your program? How frequent do you get feedback from clients? Describe how you have expanded the reach of your program beyond the “walls” of the facility to share wellness in the community? What type of surveys did you use?

#### 6. Educational Content (50 pts.)

Does your program provide a full range of ongoing wellness education? Does the content include the six dimensions of wellness? Explain in detail what you offer consumers (members) to raise their awareness about health and well-being.

#### 7. Supportive Services (50 pts.)

Describe any special services (such as transportation) or program strategies (such as individualized programming or clinician teaming) you offer to help members reach the pinnacle of wellness.

#### 8. Outcomes (75 pts.)

Detail how you measure member success. Provide individual and group data plus human interest stories. Discuss any surveys utilized or other unique ways your center measures outcomes.

**Total Points Possible:**  
**500**

Thank you for participating in the NuStep Pinnacle Award. We look forward to receiving your entry, photos, and other relevant information that supports your program’s success. Good luck!



## NUSTEP PINNACLE AWARD

NuStep 2008 Pinnacle Award Winner Comments

“Winning the Pinnacle Award has been a morale boost for our residents and staff. This honor for our diligent efforts in wellness, culminating with a ceremony and unveiling of a new TRS 4000, has promoted great satisfaction and gratification from University Living residents. The implications of this award have inspired residents to practice “nusteping” with a new conviction. They realize that their fitness endeavors are significant in more ways than one. Our marketing perspective emphasizes this new recognition in touring, advertising, and promoting University Living. We still enjoy the thrill of winning the Pinnacle Award.”

- **June Smedley, MS, CSCS**

Fitness Director, University Living

2008 Pinnacle Award Winner, Senior Community Division

“Winning the NuStep Pinnacle Award has provided validation for our multi-dimensional wellness program and facility. Our staff has a renewed sense of purpose and passion for carrying out the mission of the City of Roger’s Adult Wellness Center—to enhance quality of life through whole person wellness for adults 50+. Members are proud to boast that they belong to an award winning facility, and our 7th NuStep is getting non-stop use! City leaders further recognize the value of the Adult Wellness Center. We always hoped to be a model for other municipalities to follow. The Pinnacle Award has given us a national audience.”

- **Keri Wilkinson**

Director

Adult Wellness Center

2008 Pinnacle Award Winner, Wellness Center Division

To learn more about the Pinnacle Award winners, visit:  
[www.nustep.com/inside/pinnacle.html](http://www.nustep.com/inside/pinnacle.html)



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