

West Bend Mutual Insurance establishes endowment

WEST BEND, WI (January 31, 2014) – West Bend Mutual Insurance Company in West Bend, WI and LeadingAge Wisconsin in, Madison, WI have announced the establishment of the Safe Resident Assistance Endowment. The endowment will provide funding for state-of-the-art resident transfer equipment to Wisconsin’s long-term care provider community, including nursing homes and assisted living facilities.

The transfer equipment provided by the endowment will protect both residents and caregivers from potential injuries. It is used during transfer procedures that typically occur hundreds of times a day, such as moving a resident from a bed to a wheel chair. Not only does it prevent injuries to both resident and employee, it allows a caregiver to perform a transfer safely and efficiently.

As a major insurer of nursing homes and assisted living facilities, West Bend has been working with LeadingAge Wisconsin to develop and implement the program as a means of giving back to the provider community. It is also consistent with West Bend’s long tradition of charitable giving.

Bill Hutchison, senior vice president of West Bend, noted, “Wisconsin is fortunate to have exceptional nursing and assisted living facilities. We’re dedicated to supporting the provider community and helping them in their mission of care. We’re grateful to LeadingAge Wisconsin for its support and administration of this Endowment program.”

LeadingAge Wisconsin represents nearly 500 not-for-profit long-term care and senior housing facilities and more than 300 community-based programs. John Sauer, LeadingAge Wisconsin president/CEO, said, “This endowment is warmly embraced by our member organizations, their residents, and caregivers. It’s all about stewardship and supporting our aging society.”

Paul Hingtgen, vice president of Argent[®], West Bend’s workers’ compensation division said, “Many long-term care facilities face significant financial and workforce challenges. The endowment will provide state-of-the-art equipment to ease some of the financial burden, while providing improved assistance for residents and caregivers.”

The endowment will be managed by LeadingAge Wisconsin. EZ Way Inc. is discounting and distributing the resident lift equipment. The first Endowment funds will be awarded in May 2014.

For more information, visit:

LeadingAge Wisconsin: www.leadingagewi.org

West Bend Mutual Insurance Co: www.thesilverlining.com

EZ Way: www.ezlifts.com