

# Living Life to the Fullest



**A senior care provider strives to enhance the quality of life of its residents—no matter what stage of life they're in.**

**A**ging is an unpredictable journey. American Senior Communities (ASC) cares for seniors and their families throughout this process. As the largest senior care provider in Indiana, ASC offers a wide variety of lifestyle and care options—from assisted living and rehabilitation to memory care and hospice—that celebrate quality of life while fostering independence.

“We’re good people who work with good people,” says ASC’s CEO Donna Kelsey. “When a family needing help comes to us, we look to not only meet their needs but exceed their expectations.”

## Good Chaos

On any given day, Kelsey can be found walking through one of ASC’s 102 facilities, talking with staff and residents. She is very engaged in supporting operations and its leaders. For example, when visiting communities, she likes to drop in on activities, taste the meals prepared by members of the

culinary department, and double-check that equipment is in good condition.

A 26-year veteran of the U.S. Naval Reserve who achieved the rank of Captain, Kelsey is happiest when serving others through effective leadership. For Kelsey, managing a senior healthcare company is about more than running a tight ship. It’s a commitment to enhancing residents’ quality of life, no matter where they are in the journey.

“Making life meaningful for our seniors requires bringing a little chaos back into their lives,” Kelsey says. “Otherwise, life becomes boring.” At ASC, “good chaos” is taking seniors out on excursions or bringing computers to their bedsides. It’s sparking conversations about current events and launching innovative programs to enliven traditional games like Bingo with some digital magic. For dementia residents craving calmness, it’s as simple as soothing them with electronic pets and aromatherapy.

Like Kelsey, the ASC staff serves residents and their loved ones with compassion. “Our people have hearts of gold—they truly love our residents,” says Kelsey, who was a frequent volunteer at senior community programs before coming to ASC. The core values of CARE—Compassion, Accountability, Relationships, and Excellence—resonate throughout ASC, especially in programs like Care Companions, where certified nursing assistants (CNAs) “adopt” a resident. By spending time with that resident each day and forming a friendship, CNAs become their advocates within the ASC community.

ASC’s commitment to care extends to even the most challenging phases of aging. Within each ASC community is Auguste’s Cottage Memory Care, a structured, research-based memory care facility for residents with Alzheimer’s. Here, residents are cared for by devoted staff members who guide them through a person-centered, wellness-based model of care that involves stimulating daily activities. In what can be an overwhelmingly challenging time for seniors and their families, Auguste’s Cottage fosters independence and promotes a healthy spirit.

For Kelsey, this is emblematic of ASC’s mission. “Nothing fills me with greater pride than when I walk down the halls and see people living life to the fullest in the body they are given at this time,” she says. “This is where they want to be right now, and I think that’s great.”



[ASCCARE.COM](http://ASCCARE.COM)

Donna Kelsey, CEO  
American Senior Communities

