

**RONA S. BARTELSTONE, ACSW, LCSW, BCD, CMC, C-ASWCM**  
[ronab@ouraging.com](mailto:ronab@ouraging.com)

**May 2013 – Present**  
**OurAging**  
**Owner/President**

- This emerging company focuses on the aggregation of data, qualitative research, resources and educational materials for an aging society. Whether it is the aging individual, family members coping with transitional issues, or companies that support the needs of an aging population information OurAging provides information, education and qualitative data that facilitates productivity and service enhancement. OurAging is available for consultation, training and research efforts for the enrichment of understanding about longevity.

**August 2008 – May 2013**  
**SeniorBridge**  
**Senior VP of Care Management**

- Responsible for the overall growth and development of the care management service line, working in conjunction with other members of the senior management team. There are two basic components for the responsibilities of this position: 1) To be responsible for care management product service enhancement and the development of new products and services in conjunction with the Senior Vice President of Clinical Services, Senior Vice President of Operations, and Chief Professional Officer. Product service enhancement includes standardization of care management service delivery nationally, participating in training of care management staff, participation in corporate ethics committee. 2) Product development which includes the expansion of service offerings to include: disease management, telehealth, group market sales, and relationships with other providers of services to the older and disabled population, for the purpose of enhancing the quality, availability and the use of care management services on a national basis.

**July 2000 – August 2008**  
**Rona Bartelstone Associates, Inc.**  
**Board Chair**

**June 1981 – August 2008**  
**Rona Bartelstone Associates, Inc.**  
**CEO**

- Consulting practice specializing in care of the elderly, the chronically ill, the disabled and their families. Clients include family caregivers, family friendly corporations, long term care insurers, work/family corporations, assisted living companies, EAP's and network providers. Services include:
  - Comprehensive Care Management
  - Community education, workshops, training, consultation and professional conferences
  - Licensed private duty home care agency (non-Medicare certified)
  - National network of credentialed care managers

**September 2001-December 2005**

**University of Florida**

**Curriculum Development Team Leader**

**Master's Level**

Continuing Education Certificate Program for Care Managers entitled "Legal, Ethical and Financial Foundations of Geriatric Care Management Business."

**Spring -1988**

**NOVA University**

**Adjunct Faculty**

**Master's Degree Program in Gerontology**

**1979 – 1982**

**Mederi Home Health Agency**

**Medical Social Worker**

Client assessments, short term counseling, crisis intervention, information and referral.

**1981 – 1982**

**Miami Dade Community College**

**Part Time Faculty**

Teaching psychology of aging and coping with aging family members.

**1977 – 1981**

**United Family & Children's Services, Operation Mainstream**

**Project Director**

Administration of an outreach counseling program for the elderly.

**1980 – 1981**

**Barry University, School of Social Work**

**Field Instructor**

Development of an educational plan, case work supervision and evaluation.

**1975 – 1977**

**New York City Housing Authority, Department of Social and Community Services**

**Brooklyn, New York**

**District Supervisor**

Supervision of community facilities in 23 public housing projects. Responsible for staff programs and community organization.

**1974 – 1975**

**YM-YWHA of Greater New York, Gustave Hartman Y Rockaway Park SENior Citizen**

**Center New York Social Worker**

Development and implementation of recreational, social, cultural and educational programs as well as counseling, information and referral and community organization.

**EDUCATION:**

**Indiana University**, Indianapolis, Indiana  
MSW – Planning and Management  
1974

**State University of New York at Buffalo**  
BS – social Work, Cum Laude  
1972

**PROFESSIONAL AFFILIATIONS:**

Notables Committee of the Miami Jewish Health System  
Board Member  
2011 - Present

American Society on Aging  
*Co-chair, Health & Aging Network Constituent Group  
& HAN representative to the Board of Directors*  
2008-2011  
*Board of Directors*  
2003 - 2005  
*Conference Planning Committee*  
1996 – 2005  
*International Care Management Conference*  
Co-Chair  
2001 and 2003

Aging & Disability Resource Center of the Area Agency on Aging of Broward County  
*Co-Chair Fundraising Committee of the Advisory Council*  
2008 - 2011  
*Advisory Council Member*  
January 2006 – 2009

Broward County Case Management Ordinance Committee  
May 2001 – 2003

Broward County Aging Alliance  
Member 2006 – 2010

And Thou Shalt Honor  
*Coalition Partner and GCM Faculty Co-Chair for Town Hall Meeting Road Show*  
2003 – 2004

Caregivers Marketplace Advisory Committee  
2003-2004

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National Council on Aging  
*NICLC Delegate Council*  
1999 -2003

National Academy of Certified Care Managers  
*Vice President*  
1997 – Present  
*Founding Member, Co-Chair*  
1994 – 1997

Greater Miami Chapter Alzheimer's Association  
*Vice President*  
1999 – 2003  
*Chair, Annual Education Forum*  
1994 -1999  
*Executive Vice President*  
1996 – 1998  
*2<sup>nd</sup> Vice President*  
1995 – 1996

Lynn University, Care Management Graduate Program Advisory  
*Advisory Board and Internship Chair*  
1994 – 1998

Florida Council on Aging  
*Board of Trustees, District 10 Representative*  
1996 - 2002

Florida DOE Task Force for Ethics Curriculum Development  
1997

National Association of Professional Geriatric Care Managers  
*GCM 101 Preconference Intensive Presenter (Annual NAPGCM Conferences)*  
2005- Present  
*Education Curriculum Task Force*  
2013  
*Alumni Leadership Committee*  
2011- Present  
*GCM Journal Editorial Board Member*  
2005 - Present  
*Conference Planning Committee 2006*  
*Fellow of the GCM Leadership Academy*  
2002 – Present  
*Past President*  
1988 – 1992  
*President*  
1987 – 1988

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*1<sup>st</sup> Vice President*

1986

*Founding Member*

Florida Geriatric Care Managers Association

*FGCMA Public Policy Committee 2006 - Present*

*President Elect*

1997 – 2001

*Board Member 1994-1997*

NASW – Florida Chapter

*Treasurer*

1987 – 1989

*Vice President*

1982 – 1984

*Membership Chair*

1982- 1984

*Conference Chair, Eighth Annual Conference*

1981 – 1982

*Sub-Unit Facilitator, Miami-Dade Unit*

1980 – 1981

*Committee on Membership*

1979- 1986

*Committee on Aging*

1979 – 1981

*Board Representative*

1978 – 1980

*Chair, Social & Political Action Committee – Miami-Dade Unit*

Jewish Vocational Services

*Secretary*

1988 – 1990

*Board of Directors*

1986-1992

### **PROFESSIONAL CERTIFICATIONS:**

Licensed Clinical Social Worker - Florida

Board Certified Diplomat in Clinical Social Work

Academy of Certified Social Workers

NASW Register of Clinical Social Workers

Certified Social Worker - New York State

Care Manager Certified (CMC)

NASW Certified Advanced Social Work Case Manager

NASW Clinical Certification in Gerontology

### **PROFESSIONAL RECOGNITIONS:**

2002 - Present

Who's Who in America

RONA S. BARTELSTONE, ACSW, LCSW, BCD, CMC

2002 – Present  
Who's Who of American Women

1998 Adele Elkind Award  
National Association of Professional Geriatric Care Managers

1996 - Present  
Who's Who in Medicine and Healthcare

1993 - Present  
International Who's Who of Professional and Business Women

1990  
Up & Comers Award for Healthcare  
Price Waterhouse and South Florida Business Journal

1990 - Present  
Who's Who among Women

1988 - Present  
Who's Who among Human Services Professionals

April 1984  
Trail Blazer Award  
Women's Committee of 100

1982 - 1983  
Social Worker of the Year Award  
National Association of Social Workers, Miami-Dade Unit

October 19, 1982  
Dade County Outstanding Citizens Award Nominee  
South Dade Council of B'nai Brith Lodges

**EDITORIAL BOARDS:**

GCM Journal  
Editorial Board  
Contributing Author  
2003 - Present

Today's Caregiver Magazine  
Advisory Board  
1999 – 2004

Case Management Advisor

RONA S. BARTELSTONE, ACSW, LCSW, BCD, CMC  
American Health Consultants, Atlanta, GA  
1989 - 2003  
Answers Magazine, Corte Madera, CA  
1992 - 1998  
Publication Consultant  
Contributing Author - 1992 - 1998

## **TRAINING TOPICS:**

Reducing Hospitalizations of Frail Seniors by Moving Care and Coordination from Hospital to Home  
Integrated Care Management Services for Medical Homes  
The Entitled Client  
Professionals Caring for Our Own Families: Courage, Strength & Authenticity in the Third Age  
End of Life Care: The Elephant in the Room  
Discovering Our Own Meaning: Pathways to Revitalization  
The New Faces of Healthy Aging  
Life Beyond Life: Liberation, Wisdom & Legacy  
Working with Boomers Around Parent Care: Riding the Age Wave Successfully  
Care Managing Our Own Families: Burden or Blessing?  
When the Professional Caregiver Becomes a Family Caregiver  
Planning for Disability in Later Life  
Riding the Age Wave: Success for Financial Planners  
Managing "Difficult" Clients and Families  
Living with Dying  
My Parents, Myself  
Psychology of Aging  
Sexuality & the Elderly  
Working with Families of the Institutionalized Aged  
Case Management  
Stress and Burnout  
Family Relationships in Later Life  
Co-dependency in Later Life  
Working with the Difficult Clients & Their Family  
Economics of Aging  
Issues for the CPA and the Older Client  
Continuing Care Needs  
S/He who Laughs, Lasts  
Ethical Issues in Long Term Care: Framework for Decision-Making  
Care Management in Assisted Living  
Care Management: A Vision of the Future  
Care Management in Group and Corporate Markets  
Competing for Market Share in Assisted Living  
Differentiating Personal Ethics from Professional Ethics

## **SPECIAL ACTIVITIES:**

October 2001

Featured in PBS Presentation, “And Thou Shalt Honor”

2000

American Institute of Certified Public Accountants

Developing and ElderCare Practice Video Course

Featured Lecturer

October 1995

Chair

Post White House Conference

Implementing WHCOA Recommendations

November 1994

Chair

White House Approved Mini-Conference on Alzheimer’s Disease

#### **BOOK CHAPTERS:**

The Handbook of Geriatric Care Management

“Care Management Credentialing” with Monika White, 2001

Mental Wellness in Aging: Strengths Based Approaches

“Care Management: A Strengths Based Approach to Mental Wellness – Older Adults”, 2003

#### **ARTICLES:**

**Financial & Psychosocial Considerations for Timing of Your Exit Strategy**

(with Claudia Fine)

Inside GCM (Fall 2010)

**Integrated Care Management Services For Medical Homes (with Dr. Eric Rackow)**

Remington Report (June 2010)

**Homecare Falls Short According to a Recent Study**

South Florida Hospital News (November 2006)

**Referring to Qualified Care Managers**

South Florida Hospital News (August 2006)

**High Touch Care: A Necessary Adjunct to Technical Healthcare Advances**

South Florida Hospital News (August 2006)

**Background Checks on Caregivers**

Stroke Smart Magazine (Summer 2006)



**Strategies for Resolving Ethical Issues in Geriatric Care Management**

Geriatric Care Management Journal (Spring 2006)

Co-authored with Ray Moseley, Ph.D.

**Partnering with a Care Manager**

Today's Caregiver (Jan-Feb 2006)

**Understanding the "Proffamily" Caregiver**

NASW Aging Section Connection (Summer 2005)

Today's Caregiver (October 2005)

**Assuring Implementation of Your Plan of Care In The Home**

South Florida Hospital News (2005)

**Beginning "The Talk" about End of Life Care**

Vantage Magazine (Summer 2005)

**Working with Qualified Care Managers**

(October 2005)

**The Professional Care Manager as a Family Caregiver**

Unique Challenges (2005)

**Fear Factor : Turning "Burdens" into Blessings**

Care Advantage (Fall 2005)

**Hiring Private Duty Home Care Workers: Why Work Through an Agency?**

Today's Caregiver Magazine (October 2005)

**Care Management Comes of Age**

LivHome Elder Leadership Program (2001)

**Miss Betty's CLUTTER Hiring a Care Manager**

The Healthy Caregiver (Summer 2000)

**Pass It On: Creating a Living Legacy**

Healthy Caregiver (Spring 2000)

**Support Service for Stressed-Out Caregivers**

Caregiver Connection (Fall 1999)

**Working with Credentialed Geriatric Care Managers**

Society of Certified Senior Advisors (Fall 1999)

**Across The Miles**

Responses to an Aging Florida, Florida Council on Aging  
(Fall 1998)

**Training Needs of Care Managers in Long Term Care**  
GCM Journal (Winter 1997)

**Long-distance Care**  
Modern Maturity (September 1997)

**Care Management: A New Marketing Approach**  
Assisted Living Today (Summer 1997)

**Hiring A Care Manager**  
ElderCare/Law Newsletter (January 1996)

**Certification of Care Managers**  
ElderCare Law Newsletter (January 1996)

**The Process of Developing a Credential**  
Inside GCM (Winter 1996)

**Inside Case Management**  
Co-Author Cheryl Whitman, Rufus Howe  
Inside GCM (Spring 1995)

**Care Management: A Tool for Long Distance Caregivers**  
Answers Magazine (Spring 1993)

**Creating a Living Legacy: Helping Parents Build a Bridge to the Future**  
Answers Magazine (Fall 1993)

**Book Chapter: Planning for Long Term Health Care**  
Harold Eversky, Houghton-Mifflin, Boston (1990)

**Geriatric Care Management - What You Need To Know**  
Senior Choice (Spring 1990)

**Family Patterns & Role Changes in Later Life**  
Caregiving (1989)

**My Parents, Myself**  
Golden Years (February 1987)

**What About Mom and Dad**  
Golden Years (April 1987)