

# Choosing Senior Care Support Matters

## SD Senior Navigator vs. Traditional Placement Services

SD Senior Navigator	Traditional Placement Services
<ul style="list-style-type: none"><li>✓ <b>Independent</b> senior care navigation &amp; advocacy</li><li>✓ Social work-led, clinical perspective</li><li>✓ Works solely for the senior and family</li><li>✓ Whole-person, whole-family approach</li><li>✓ Supports aging in place <i>and</i> placement</li><li>✓ Explains risks, trade-offs, and realistic outcomes</li><li>✓ Helps families slow down and reduce panic</li><li>✓ Ongoing care management available</li><li>✓ Hospice, home, health &amp; benefits education</li><li>✓ Advocacy before, during and after transitions</li></ul>	<ul style="list-style-type: none"><li>● Placement-focused referral services</li><li>● Sales-or referral-based guidance</li><li>● Often compensated by facilities</li><li>● Focused primarily on housing options</li><li>● Primarily supports placement decisions</li><li>● Provides lists of communities</li><li>● Operates under urgency</li><li>● Support often ends after move-in</li><li>● Limited medical or benefits education</li><li>● Limited advocacy role</li></ul>

### What This Means for Families

Traditional placement services can be helpful for generating options quickly.

**SD Senior Navigator** is designed for families who want **unbiased guidance**, deeper **understanding**, and support beyond a single decision.

We don't sell solutions – we **help families choose wisely** and **sustainably**.