

THE POWER OF A PHONE CALL; RENOWN HEALTH CONNECTS WITH COMMUNITY MEMBERS 55 AND OVER

Renown employees volunteered to reach out to over 2,500 older adults participating in the non-profits' free Sterling Silver Club.



Liz and Barry Barnes find themselves learning and thriving as Sterling Silver Club members.

RENO, Nev. (April 22, 2020) – While people of all ages are coping with the challenges of social isolation, there is one group of individuals who may feel especially lonely during these uncertain times—our aging adults. To offer some friendly conversation and answer any questions older adults may have about Renown’s commitment to keeping them safe during the COVID-19 crisis, Renown Health employees are making phone calls to its [Sterling Silver Club](#) members. To date, employees have made nearly 1,000 phone calls. Renown is also hosting several virtual events to reach older audiences.

“The human element of connecting with these members is really special,” said Tori DellaRocca, who oversees this loyalty program at Renown. “Many of the people we call live alone and some have no one to check in on them. It has been a pleasure talking to our members; learning more about them and what they’re doing to pass the time, offering ideas to help them stay busy, and assuring them Renown is here to keep them safe. Since launching this campaign back in March, making these phone calls has been a highlight of my day, and I know I’m not alone in feeling this way.”

Anyone over the age of 55 is invited to join Renown’s free Sterling Silver Club, created to help people live healthy, happy lives every day. Members enjoy exclusive benefits all designed with their interests in mind. From social events and lectures to entertainment (virtual for now), special discounts, and health insights and tips, this club is a place for community members to shine and embrace the joys of healthy aging.

“I enjoy the lectures,” said Sterling Silver Club member Liz Barnes. “They appeal to my desire to know more and invariably provide an ‘informed’ call to action.”

“After the [lecture] on diabetes prevention, I enrolled in the one-year long, Renown-sponsored diabetes prevention program,” said Liz’s husband, Barry. “After the sleep seminar, I changed my bedtime habits.”

While the Sterling Silver Club is not currently hosting events in-person, it is hosting educational talks and ways to help aging adults stay healthy through its online channels.

The “Hello Project” is a virtual gathering place for adults 65 and older to focus on health, wellbeing and offer positive social support, made possible by a partnership with Renown Health, Truckee Meadows Healthy Communities and the Washoe County Health District. These virtual gatherings are hosted every Tuesday and Thursday at noon. Community members can learn more [here](#).

In addition, the Sterling Silver Club is hosting a Facebook Live event, *Is Age Related to Anxiety?*, coming up on Tuesday, April 28 from 11 a.m. – noon. During this live event, Renown psychologist Dr. Buddy Coard will discuss the impact of anxiety as we age and what we can do to prevent it from getting in the way of enjoying life. Those interested in attending can RSVP [here](#).

“Our members have enjoyed the opportunity to learn from experts in the field of healthy aging as well as connect with their fellow community members,” said DellaRocca. “We’re all in this together, and these virtual events, combined with our phone call efforts, show our older population they truly are not alone.”

For more information on upcoming virtual events from Renown’s Sterling Silver Club and to sign up, please visit www.renown.org/SterlingSilver.

About Renown Health

Renown Health is a locally governed and locally owned, not-for-profit integrated healthcare network serving northern Nevada, Lake Tahoe and northeast California. Renown is one of the region’s largest private employers with a workforce of more than 7,000. It comprises three acute care hospitals, a rehabilitation hospital, the area’s most comprehensive medical group and urgent care network, and the region’s largest and only locally owned not-for-profit insurance company, Hometown Health. Renown has a long tradition and commitment to continually improve the care and the health of our community. For more information, visit renown.org.