

TODAY'S Geriatric Medicine

NEWS AND INSIGHT FOR PROFESSIONALS IN ELDER CARE

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Aging Well Magazine Expands Coverage, Changes Title to Today's Geriatric Medicine

**Publication expands scope to include the entire geriatric medicine team,
including nurses, dietitians, PTs/OTs, social workers**

SPRING CITY, PA, April 10, 2013 – Great Valley Publishing Company, a U.S. publisher of award-winning health care trade publications, is announcing the title change of its bimonthly geriatrics publication, ***Aging Well***, to ***Today's Geriatric Medicine***, reflecting the true scope of the professional care team.

Previously, the publication has focused primarily on geriatricians and other physicians who regularly treat geriatric patients. Now, with older adults representing the largest segment of America's population, the publishers are expanding the scope of coverage to include other health care professionals whose participation figures prominently in the care of older adults, including dietitians, nurses, social workers, physical therapists, and occupational therapists. Of course, physicians remain an integral part of the magazine's reading audience.

"Helping geriatric patients maintain their health and quality of life requires a team of professionals whose expertise and involvement are varied," explains Publisher Mara Honicker. "The physician certainly leads the team, but we wanted to expand the magazine's focus to include the other professionals who apply their knowledge and input to the care of older adults. We're confident that the magazine's new title clearly reflects this expanded editorial coverage and will appeal to all professionals who make up the geriatric medicine team."

Today's Geriatric Medicine is part of a Great Valley Publishing roster of publications with many years of experience informing these professional communities, including ***Today's Dietitian*** and ***Social Work Today***. Great Valley also publishes the noted health information management trade magazine, ***For The Record***, as well as the well-established monthly, ***Radiology Today***.

The first issue featuring the ***Today's Geriatric Medicine*** title will be the May/June issue. Barbara Worthington is the editor of the magazine, which will remain a bimonthly. The magazine's new website address is www.todaysgeriatricmedicine.com.

For more information, contact Great Valley Publishing Company at 610-948-9500.

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