

PRESS RELEASE

aldaVIA[®] meets SeneCura at Senior Citizens Days at Q19

Rotkreuz, October 12th, 2018: The joint appearance of graceNT and SeneCura Kliniken- und HeimebetriebsgmbH at the Senior Citizens Days at Q19 in Vienna (October 12th and 13th, 2018) marks the first public step of the companies' collaboration. It further constitutes a milestone on the path to the opening of an aldaVIA[®] center for mental and physical wellbeing for BestAgers at the SeneCura Residence Grinzing in January 2019.

With their collaboration, graceNT and SeneCura want to contribute further to humane, high-quality service in the senior and general health care sector. Through the integration of an aldaVIA[®] center into the SeneCura Residence Grinzing, the convenient and personalised aldaVIA[®] training and therapy concept complements the reliable SeneCura quality principle.

The aldaVIA[®] center is open to residents of the SeneCura Residence Grinzing as well as external visitors.



SeneCura and aldaVIA[®] join forces at the Senior Residents Days 2018 at Q19 in Vienna/Döbling (pictured from the right: Christian Rab/SeneCura house manager, Werner Bernreiter/SeneCura regional manager, Alfred Wegerer/graceNT board member).

At the aldaVIA® center, members take charge of their own mental and physical wellbeing – with targeted training based on specialised medical technology and incorporated in an all new overall concept.

With the opening of the aldaVIA® center for mental and physical wellbeing for BestAgers scheduled for January 2019, the companies set a clear signal. As the studio will be open to residents as well as daily visitors, the latter, too, can care for their physical and mental health in a suitable environment. “We have developed a completely novel principle for BestAgers to boost and retain their own physical and mental wellbeing. The upcoming opening of our aldaVIA® center for physical and mental wellbeing for BestAgers at the location of one of Europe’s leading senior residence operators definitely meets our high quality standards,” Alfred Wegerer, board member of graceNT, emphasises.

The triangular aldaVIA® principle is unique: the combination of relaxation, stabilisation and activation increases both physical and mental wellbeing. This allows BestAgers to exercise their functional and mental wellbeing at the same time – with highly specialised and tested medical technology products.

In keeping with the target audience’s needs and capabilities, this is not about tiring workouts or ambitions with regard to body dimensions, but rather about a holistic health concept. “The point is to better perceive oneself and one’s body, and thereby boost one’s physical and mental wellbeing in the long run – with professional assistance,” Alfred explains. For this, each aldaVIA® center offers a Brain Center, which focuses on mental health and strives for lasting, deep relaxation by employing light and music therapy, among other things. The Body Center aims to enhance physical wellbeing and focuses on remobilisation, fall prevention, memory training, balance and neurosensory training.

In both sections, the training programme is custom-tailored to the client’s needs, based on their individual vital signs. The developed programme is then implemented with the professional advice and support of doctors, sports scientists and physiotherapists. After an initial examination, regular training sessions facilitate maximum benefit in a minimum of time. Measurement of progress is another basic element of the aldaVIA® principle. This is complemented by the programme of the aldaVIA® Academy, which offers courses and lectures on topics such as relaxation, stabilisation, mobilisation and reactivation: experts organise group sessions on the Feldenkrais® method, Pilates, yoga, breathing exercises and relaxation techniques. Lectures on health relevant issues such as sleep disorders round off the offer.



District director Adi Tiller is already enjoying the aldaVIA® principle.

“The 19th district is known as a pioneer in all things senior care. I am delighted that the innovative aldaVIA® center for mental and physical wellbeing for BestAger will be part of SeneCura Residence Grinzing,” Adi Tiller says at the Senior Residence Days.

aldaVIA®/gracENT AG

Located in Rotkreuz/Switzerland, gracENT AG envisions a world in which everyone has easy access to personalised medical technology and can thereby age in an autonomous, healthy and zestful way. For this, the company acquires and develops interest in innovative, established manufacturers of medical products in the D-A-CH area. gracENT AG has developed the triangular “Brain & Body”-training principle aldaVIA® and is a pioneer in the field of personalised and integrated training methods for mental and physical fitness.

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