



# Christenson Communities Introduces Homecare

Christenson Communities Ltd. (CCL), an Edmonton firm, has been a leader in innovative long-term active adult living in Alberta for over 50 years, with award winning complete communities that include adjacent housing for professional workers. CCL also has partnerships to advance healthy community living and active aging with institutions such as NorQuest College, MacEwan University and Alberta Community Builders. Now, Greg Christenson, president, is pleased to announce that CCL is now offering custom homecare.

“After identifying gaps in the public model, and among our competition, Christenson’s homecare programming focuses on high quality condos with private kitchens, robust options for our members to live with their partners and pets, outstanding social programs designed to engage the body and the mind (and to prevent isolation), our signature level of care for each resident, and adjustments as needed to accommodate our clients and their families,” Greg says. “The current public model is hampered by not being able to accommodate couples and by long wait times. The Christenson homecare plan aligns with UCP’s vision to grow community-based models of care and ease reliance on the institutional style of public care.”

To further this vision, Izabella Roth, BSc, BScN, MBA, joined CCL as CEO on February 18.



Izabella Roth, BSc, BScN, MBA  
CEO, Chief Executive Officer

Izabella, whose previous experience includes leading roles with Bayshore HealthCare and Alberta Health Services says, she is “loving it” when asked about joining CCL.

“I have lived in France and in the States and have experienced the full spectrum of public and custom homecare,” she says. “When I started my career and took my MBA, my biggest fear was working in healthcare and not being able to impact change. I was on the search for something different, but in Alberta, finding options other than government/public was difficult. So, when I was approached by Bayshore for a sales role and to lead private healthcare, I was all for it.”

During her time at Bayshore, Izabella grew her division by 2,799% and took the field staff from less than 20 to over 400. She also drastically reduced turnover and built a family within Bayshore.

“When I was approached by Greg, his vision for homecare really resonated with me,” she continues. “CCL is local and aligns with my advocacy for custom homecare. We do have a great healthcare system in Canada, but it has some flaws. I can’t stress enough how much I believe in bringing back customer service to healthcare based on my firsthand professional and personal experiences in the field.”

Izabella describes some of the CCL differences when it comes to custom healthcare.

“We do something unique and different in healthcare. We do personality matching. We find out what our clients like, and we go out and find a caregiver to match their needs. We can match clients to providers that speak their language and understand their culture. We can match vegan clients with someone that understands their food preferences. We can match outdoor enthusiasts with a care provider that loves the great outdoors. Our homecare program is designed around each patient’s physical and emotional needs and can be anything from meal support to pregnancy and postpartum support to full palliative care.”



Learn more at [cdlhomes.com](http://cdlhomes.com)