



Leslie Quintanar, COO, [Oxford Health Group](#), and David Schofman, CEO/Co-Founder, Coro Health are longtime leaders in senior living and healthcare, each with a very different **family caregiving journey** of their own. In this deeply personal conversation, they step away from their executive titles and **speak as a son and a daughter navigating aging parents**, difficult decisions, healthcare systems, and the weight of advocacy.

Both know the industry, the resources, and the challenges. Yet both discovered that knowing caregiving professionally and living it personally are two very different experiences. **Their stories offer a rare perspective from leaders who are no longer standing on the outside** looking in they are walking through it themselves.

They share what it means to **fight for someone you love, preserve dignity, and navigate a system that can feel overwhelming** even when you know it well. Their experiences have not only shaped them as caregivers; **they have deepened the way they lead.**



STARTING ON A HIGH NOTE: AMERICAN HOUSE & CORO HEALTH



[AMERICAN HOUSE SENIOR LIVING](#) knows how to welcome a new partner! They rolled Coro Health right into their annual **Enriching Lives Conference**, where David had the opportunity to share the heart of the Coro story, and Debi spent the afternoon connecting with staff through micro-training sessions. And as everyone knows, she's a hugger...so she was especially thrilled when attendees started walking up and asking for one!

The fun continued at Hollywood Night, with **David as Elvis** and **Debi giving Liza Minnelli** her best shot. Then Music Bingo had the whole room laughing, singing, and bursting into song together. **Now THAT is the power of music!**

NEVER TOO OLD FOR AN ENCORE



Coro Health was so proud to sponsor [Second Verse Choir](#) at the [AgingIN Annual Conference](#) in Denver. Their joy, connection, and belief in the power of music made a lasting impression on everyone in the room.

We were thrilled to see their remarkable story shared by [Rocky Mountain PBS](#) and introduced to an even wider audience. We cannot wait to see where this incredible organization goes next and we are grateful to have played a small part in their journey.

WHEN CARING FOR A PARENT GOES BEYOND HEALTH CARE



When we step in to help care for an aging parent, the responsibility often extends far beyond health care. It can also mean navigating bills, credit, financial decisions, and protecting them from exploitation all while carrying the emotional weight of caregiving itself.

AARP, the Consumer Financial Protection Bureau, and Pew have all documented growing financial strain and debt-related challenges among older adults. The FTC's latest **report also highlights scams, financial exploitation, and debt-related schemes affecting older consumers** making financial awareness an increasingly important part of caring for an aging parent.

The FTC report is worth reading for any family helping an older adult manage money, recognize warning signs, and reduce the risk of financial exploitation. [\[FTC Protecting Older Consumers Report\]](#)

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I am presenting at the
**ICAA
CONFERENCE
AND EXPO 2026**

November 17–19
Renaissance Orlando at SeaWorld
Orlando, Florida



Debi Finn
Head of Training & Music
Licensing
Coro Health

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ACADEMY OF
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MATRIX

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aegis

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Buck

WHAT IF DINING MUSIC COULD DO MORE?

Music can shape mood, connection, and engagement. At ICAA 2026, I'll explore why music deserves a purposeful seat at the wellness table.

Maybe wellness has a soundtrack.

[Click here if you're attending](#)

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David Schofman
 CEO, CORO HEALTH



YOUR CERTIFICATE OF COMPLIANCE

From senior living to home health to acute care, every community using Coro Health music services receives a Certificate of Compliance and it isn't just paper on a wall.

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