



Kay Van Norman

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Kay Van Norman, founder and president of Brilliant Aging, is an internationally known healthy aging expert. An early wellness pioneer and thought leader, she directed the Keiser Institute on Aging, serves on the International Council on Active Aging, and serves on Resident Engagement Institute boards. Kay speaks and consults around the world and has an extensive list of publications, including three books (one translated into Chinese), several chapters, and scores of journal articles. Her proprietary Vitality Portfolio® model for lifelong health is featured in a book with author Jack Canfield and others, winning the Editor's Choice award. It is also offered as an online course and anchors a Vitality Certificate developed to activate a culture of well-being (versus illness management) in homecare settings. Kay is known for delivering entertaining and insightful presentations and creating unique, practical strategies to achieve high-level wellness outcomes.