This article presents an endeavour at introducing a new theoretical framework for caring for the elderly. The theory of gerotranscendence holds that old age is a stage with its own specific quality of life. The venture included two phases - the introduction phase and the impact evaluation phase. During the introduction phase, ways of understanding and caring for the elderly (the new theory) were presented to and discussed among 90 nurses and aids, constituting almost the entire staff working with elderly in various institutional settings in a small Swedish municipality. Six months after the end of the introduction phase, the impact evaluation was carried out using a mail survey. The impact evaluation showed that almost half of the staff came to a new understanding of specific care recipients and that a third of the staff also changed their attitude towards caring for specific care recipients. The introduction of the new theory also reduced staff members' feelings of guilt about insufficiency at work. Suggestions for targeted educational attention are discussed.