



WHERE DO WE GO FROM HERE?

53 years in architecture brings about many changes, and I have seen them all, but the basic objective remains the same – to provide pleasing, appropriate shelter for the purpose at hand. In senior living and healthcare our goal is to create an environment of care and comfort to meet the needs of seniors. But, how do you define needs? In today’s economy does a need actually become a want? Is a new facility needed or can we renovate the existing? What are your demographics, your resident’s needs/wants/demands, and your purpose at hand? Where DO we go from here?



Robert L. Beers
Principal

There are many current options and trends in senior living and healthcare – some more costly than others. What can we afford to do? Can we take advantage of lower interest rates and building costs now? What are our priorities? What effect will our choices have on staff to resident ratios? How do we get to the future, in a place we want/need to be?

Of course, questions are easy to ask; it is the answers that require time, wisdom and thought from many sources. In this edition, we asked Brecht Associates for their insight. *Strategic Planning, Marketing Analysis, Feasibility Studies* and *Master Planning* are just a few of the professional services that can help you with the process of where you want to go, so you are prepared when the time is right for you!

IN Focus

A Question of Time... and a Time of Questions



We recently asked the following questions to **Brecht Associates, Inc.** a nationally respected consulting firm exclusively serving clients in the senior housing and care field for nearly 20 years. To view the complete responses, please visit www.beersltd.com and click on the newsletter option!

Q. What type of incentives are you seeing retirement communities now offering to new or existing residents?

A. A variety of incentives, depending on the location, are being offered, ranging from up to one year deferred entry fee to a month or two “free” rent for new residents. We also see CCRC’s arranging for bridge loans for those who cannot sell their home, temporary rental plans, rent reductions, and freezing monthly fees for a specified period of time.

Q. What trends do you see in any of the following types of care.... Independent, Assisted Living, Nursing, Alzheimer’s, Active 55 and Up communities?

A. The desire for choice and flexibility, along with long-term care insurance, has prompted new trends in all types of senior care – Please see the full article at www.beersltd.com for more details.



Time of Questions (cont'd)



Q. What trends in amenities, accommodations have you seen?

A. There is a trend to “deinstitutionalizing” the campus and finding ways to bring the outside community in. In health care design, person-centered care is becoming the norm in assisted living and nursing facilities. Dining venues, cafes and smaller dining rooms with flexible menus provide more choices. Spaces will be more open and user friendly with fewer single purpose amenity rooms.

Q. What types of care do you now see being most in demand?

A. Demand for independent living, assisted living and dementia care is growing faster than the annual growth rate in 75+ households, which was 1.8 percent over the past several years. (Source: National Investment Center (NIC) for the Senior and Housing Care Industries)

Q. Does research show that the average age of those entering any type of senior care housing is going up?

A. Yes, the average age is going up, as is frailty levels of residents. For complete details please see the full article at www.beersltd.com.

Q. What are some of the current challenges facing providers of senior care?

A. Occupancy rates, managing staff turnover and the housing market slow down has affected many providers. Please see the full article at www.beersltd.com for more details.

Q. Do you see Adult Daycare needs increasing?

A. Please see the full article at www.beersltd.com for more details.

Q. Do you see CCRC's looking to connect more with the community? What are the challenges with this?

A. Yes, we see that both the CCRC's and the residents are looking to connect more with the community and this is something that Brecht Associates strongly encourages. This is usually most successful when someone on the staff is responsible for maintaining or supporting that effort. Please see the full article at www.beersltd.com for more details.

Q. How is the current Medicare/Medicaid affecting continuing care for seniors?

A. Please see the full article at www.beersltd.com for more details.

Q. What services can Brecht Associates provide that are the most valuable in the these challenging times?

A. In these challenging times it is imperative for communities to continue planning for the future. More than ever, communities must understand the marketplace they are operating in and position themselves for success. Whether you are considering future expansion, new development, rightsizing the existing campus, or master planning your community, **Brecht Associates** can provide market intelligence to your organization to meet your goals.



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“LOGGING” IN TIME FOR OUR COMMUNITIES!

Following a long-standing tradition of volunteer service, Beers & Hoffman is pleased to contribute presently to several community projects, including two unique log cabin structures.

In the *Lititz Springs Park*, a log cabin sits on a hill behind the Spring’s Head-End, built by the Lititz Boy Scout Troops in 1927. It will be dismantled and rebuilt as a public pavilion, using many of the original materials.

In Swatara State Park in Lebanon County the *Bordner’s Log Cabin*, which recently qualified for the National Register of Historic Places, will be renovated as a public “point of interest” stop along the Heritage and Swatara Water Trail.

Along with these two projects, the planning of the *Lebanon Volunteers in Medicine Clinic* is underway. With the assistance of the Good Samaritan Hospital, this project, supported by the Francis J. Dixon Foundation, will offer free health services for approximately 9000 working uninsured people, about 15% of the population, in Lebanon County.



Lititz Springs Cabin



Bordner’s Cabin



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WELSH MOUNTAIN HOME LOOKS TO EXPAND

A non-profit, personal care home situated on 50 gently rolling acres in New Holland, PA, Welsh Mountain Home has been providing care to older adults for over 85 years. The team at Beers & Hoffman

has provided initial studies including master planning for the campus. A 75-person assisted living facility, to be located across the street, and independent cottages are under consideration.

IN The Works

Proposed Assisted Living Facility



Correction to the Spring 2009 Newsletter:

The municipal building in Cornwall, PA will house the Authority's administrative offices, not the Borough's administrative offices as previously stated.

We apologize for this oversight.

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