

# The IALA Advisor

News From IALA — Iowa Assisted Living Association



Iowa Assisted  
Living Association

## INSIDE THIS ISSUE:

Member Spotlights	Cover
Board Members	2
President's Message	
2005 Legislative Update	3
Welcome New Members	4
2005 Education Committee Update	
New Board Member	5
A New ALFA - Focused on Operational Excellence	
AARP Issue Brief on Assisted Living: a Useful Resource	6
Calendar of Events	
Associate Member List	7
Customer Service	8

## Community Spotlight Eiler House in Clarinda

*Submitted by Joy Cox*

Eiler House Certified Assisted Living opened October 5, 1998 with 35 units, 27 studio apartments and 8 one-bedroom apartments. The Eiler House is located in Clarinda, Iowa, approximately 120 miles southwest of Des Moines and 85 miles southeast of Omaha. Clarinda is a community with a population of approximately 5600. Clarinda is primarily a farming and industry community. It is home to NSK ball bearing factory, NSK-AKS, precision ball plant, Lisle Corporation, tooling plant, and is also the proud birthplace of Glen Miller, 4-H and 50 year home of Clarinda A's summer



collegiate baseball program. The Eiler House is set on one of the highest points in Clarinda, overlooking the high school football field to the north and the farm fields to the south.

Eiler House is a full-service program, providing support

with assistance of daily living (ADL 's) which include dressing, bathing, personal hygiene transportation, 3 meals daily, weekly housekeeping and laundry services. Other service may include assistance with

*continued on page 4*

## Associate Member Spotlight Senior Housing Consultants, Inc.

Senior Housing Consultants, Inc. has a team of experienced

personnel that has provided senior housing analysis,

development, marketing, and ongoing management. The Senior Housing team has over 50 years of combined experience, in many different disciplines, serving the senior housing industry.



*From Left to Right: Front Row: Sandi Schaffer, Irene Kracht, & Ellen Herman; Back Row: Mark Takes, Bruce Takes, & Allen Phillips. (Not Pictured Jeff Mann)*

Currently, Senior Housing Consultant's client base is expanding throughout the Midwest, creating solutions, opportunities, and certainty for their clients. Senior Housing Consultants may provide the following services: Financial Feasibility Studies, Business

*continued on page 5*

## Board of Directors & Staff 2004 - 2005

**President**

Debbie Fisher  
Newbury Development Co.  
Des Moines  
515-698-9701  
dfisher@thenewburycompanies.com

**Vice President**

Allen Phillips  
Senior Housing Management  
Consultant Co.  
Cedar Rapids, IA  
319-363-6105 Ext. 34  
aphillips@shcshsm.com

**Treasurer**

Vicki Facto  
Commercial Federal Bank  
West Des Moines, IA  
515-440-7371  
victoriafacto@commercialfed.com

**Secretary**

Judy Swartzell  
EBY Realty Group  
Olathe, KS  
913-782-3200  
judy.swartzell@eby.com

**Directors**

Joy Cox  
Eiler House – ALC  
Clarinda  
712-542-5508  
jcox@alcco.com

Sheila Thomsen  
WEL-Life at Alta  
Alta  
712-200-2620  
thomsen@iowaone.net

Patti Hayes  
Skiff Medical Center  
Newton  
641-791-4328  
Phayes@skiffmed.com

Sandy Wilson  
Newbury Management Co.  
Des Moines  
515-698-9711  
swilson@thenewburycompanies.com

Teresa Krueger  
Linden Place  
Waverly  
319-352-8851  
tkrueger@bartels-home.com

Staff  
Craig Walter  
Shellie Petek  
Iowa Assisted Living  
Association  
9001 Hickman Rd, Ste 220

Chad Piper  
Heritage Court Assisted Living  
West Des Moines  
515-223-1224  
hr@fountainwest.com  
Jennifer.A.Cooper@WellsFargo.com

Des Moines IA 50322  
515-278-8700  
515-278-0245 fax  
info@ialaonline.org  
www.ialaonline.org

## 2005 ADVERTISING RATES

Size	Dimensions	Member Rate	Non-Member Rate
Full page	7.5 x 9.5	325.00	425.00
1/2 page	7.5 x 4.75	200.00	300.00
1/4 page	3.5 x 3.5	137.50	237.50
Business card	3.5 x 2	100.00	175.00

## President's Message

Dear Friends:

When Shellie reminded me it was time for the President's Message, I began trying to think of something to write that would leave an indelible impression in the minds of our members. Something important, meaningful, etc. Then, a wise man said, sometimes, you just need to leave them laughing. So here's a little story you might enjoy, and perhaps you can even apply the moral.



*President Debbie Fisher*

A wealthy old lady decides to go on a photo safari in Africa, taking her faithful pet poodle along for company. One day, the poodle starts chasing butterflies and before long he discovers that he is lost. Wandering about, he notices a leopard heading rapidly in his direction with the obvious intention of having lunch. The poodle thinks, "Uh-oh, I'm in deep trouble now!"

Noticing some bones on the ground close by, he immediately settles down to chew on the bones with his back to the approaching cat. Just as the leopard is about to leap, the poodle exclaims loudly, "Boy, that was one delicious leopard! I wonder if there are any more around here?"

Hearing this, the leopard halts his attack, in mid-stride, a look of terror comes over him, and he slinks away into the trees. "Whew!" says the leopard, "that was close. That poodle nearly had me." Meanwhile, a monkey who had been watching the whole scene from a nearby tree figures he can put this knowledge to good use and trade it for protection from the leopard. So off he goes. But the

poodle sees him heading after the leopard with great speed, and figures that something must be up.

The monkey soon catches up with the leopard, spills the beans and strikes a deal for himself with the leopard. The leopard is furious at being made a fool of and says, "Here monkey, hop on my back and see what's going to happen to that conniving canine." Now the poodle sees the leopard coming with the monkey on his back and thinks, "What am I going to do now?" But instead of running, the poodle sits down with his back to his attackers, pretending he hasn't seen them yet, and just when they get close enough to hear him, the poodle says, "Where's that monkey? I sent him off half an hour ago to bring me another leopard!"

**MORAL**  
*Sometimes BS  
and Brilliance  
are the same*

## 2005 Legislative Update

By: Lobbyist Craig Walter



The 2005 legislative session has truly been a unique experience for all parties involved. This session has followed a different course due to the even split among Democrats and Republicans.

In the Iowa House the Republicans hold only a two vote edge and in the Senate it is a tie 25-25. Because of this many major issues that each party talked about last election cycle will not be considered.

Members of the House do not wish to vote on controversial issues if they are not going to be considered in the Senate. No issue can be debated in the Senate unless both parties agree to bring it to the floor for discussion, which is leading to many issues falling by the wayside. Of the nearly 1,400 bills introduced only a very few will actually be signed into law by the Governor.

IALA is actively engaged in numerous pieces of legislation that impact the Assisted Living industry. Each bill that is introduced is reviewed, then it is determined the impact it may have on assisted living. The legislative committee of IALA discusses the issues and decides which ones to get involved with.

IALA has been involved with several issues that have gone through the committee process and have passed the Iowa House.

The following summary may not be all inclusive and a full text of the bills may be found on the General Assembly website at [www.legis.state.ia.us](http://www.legis.state.ia.us).

**HF 585 ASSISTED LIVING PROGRAMS - Certification:** Requires the DEA to establish minimum standards for certification and monitoring of assisted living programs. Makes information for a provider application for an assisted living program submitted to the DEA or DIA a public record. Eliminates the requirement to establish a special classification. **Findings:** Makes the final findings for certification available to the public on completion. Requires the final findings to be given to the DEA to assist in policy decisions. Defines what is a “medication setup” and the various steps of medication administration to support a tenant’s autonomy. Changes from 10% to 5% equity interest ownership the right of the Department of Inspections & Appeals to deny, suspend or revoke a certificate for a number of violations listed. Authorizes a national accreditation fee of \$125.

**HF 587 ADULT DAY CARE - Staffing:** Requires the DEA to adopt rules that require that sufficient staffing be available at all times to meet a participant’s needs, including that no fewer than two staff persons who monitor participants, as indicated in each participant’s service plan, are to be awake and on duty when two or more participants are present. **Day Care Services:** Exempts certified adult

day services programs from certain certificate of need requirements. Strikes the requirement that DEA establish special classifications for adult day services, but requires the DEA to establish minimum standards for all services. Authorizes the DEA to adopt minimum standards for dementia-specific programs. Eliminates the requirement for interpretive guidelines. Makes the certification of an adult day services program for two years. Authorizes a \$125 fee for national certification. Eliminates cruelty or indifference to a participant as a basis for a license denial. Defines what is a “medication setup” and the various steps of medication administration to support a tenant’s autonomy. Changes from 10% to 5% equity interest ownership the right of the Department of Inspections & Appeals to deny, suspend or revoke a certificate for a number of violations listed.

**HF 710 ELDER GROUP HOMES -** Establishes provisions for elder group homes similar to assisted living programs. Establishes fire and safety standards; requires written occupancy agreements; establishes provisions for involuntary transfers of tenants and a process for addressing complaints; for informal review when an elder group home contests the regulatory findings; discloses publicly final findings upon completion of an investigation. Establishes provisions for denial, suspension, or revocation of certification and for conditional operation of an elder group home; a notice and an appeal process; for the DIA to be notified of casualties; prohibits retaliation against a tenant, a tenant’s family, or an employee who has initiated or participated in any of these proceedings; provides for civil and criminal penalties and injunctions. Establishes certification fees, fiduciary duties and provisions relating to nursing assistants and medication aides. Makes the Landlord and Tenant Act applicable to elder group homes. Defines what is a “medication setup” and the various steps of medication administration to support a tenant’s autonomy. Changes from 10% to 5% equity interest ownership the right of the Department of Inspections & Appeals to deny, suspend or revoke a certificate for a number of violations listed.

**HF 617 HOME AND COMMUNITY BASED SERVICES WAIVER FOR THE ELDERLY – INCLUSION OF ASSISTED LIVING SERVICES –** this bill directs the department of human services (DHS) to request a waiver from the centers for Medicare and Medicaid services of the United States department of health and human services to add assisted living services to the home and community-based services waiver for the elderly under the medical assistance program.

There are dozens of other bills that the association is working on along with other trade associations dealing with property taxes, workers comp and medical insurance costs.

The Iowa legislature is scheduled to adjourn the end of April. Prior to their adjournment they still must agree to a \$5 billion budget to run the state.

Please contact the IALA office if you have any questions regarding legislation.

## Welcome New Associate Member

Vicki Facto  
Commercial Federal Bank, West Des Moines  
515-440-7371

## Welcome New Pending Provider Members

Teresa Keeble, Assisted Living Coordinator  
The Village, Indianola  
515-961-7458

Shellie Robins, Manager  
Windsor Manor Assisted Living, Indianola  
515-961-2300

## Non Provider Member

Crest Ridge Estates  
Lou Ann Snudgrass, Exc. Director COC, Creston  
641-782-3515

## Certified Provider Member

Sheila Thomsen, Director  
WEL-Life at Alta, Alta  
712-200-2620

## 2005 Education Committee Update

By: Allen Phillips

The IALA Education Committee is underway for 2005 and this year the committee's efforts will begin by offering three one-day regional meetings in a Town Hall setting. The meetings will be broken out into East, West, and Central regions. Currently the committee is confirming dates (late May / early June), locations and speakers, so please mark your calendars and be on the look-out for an IALA post card with more information.

The Education Committee is also currently planning the Annual Conference, which will be held August 30 & 31, 2005. Mark this date on your calendar today!

For your information, the Educational Committee is made up of Jerry Bell from Sunset Park Place, Sandy Wilson from Newbury Management, Teresa Krueger from Linden Place, Sheila Thomsen from Wel-Life at Alta, Patti Hayes from Bickford Cottage of Marshalltown and our advisory council consists of Joy Cox from Eiler House and Debbie Fisher from Newbury Development. If you are interested in being part of the Education Committee or if you have any suggestions for the committee, please contact Shellie Petek at the IALA office or myself.

Shellie Petek  
IALA Exc. Administrator  
515-278-8700  
info@ialaonline.org

Allen Phillips  
IALA Education Committee Chair  
319-363-6105 Ext. 34  
aphillips@shchm.com

### *Community Spotlight continued from page 1*

medications, incontinence, ambulation and dementia and Alzheimer's.

The staff at Eiler House is very proud of some of the creative activities we have implemented for our residents who have memory challenges. This past year we asked our staff to participate in creating memory boxes for our residents who have memory deficits. At one of the monthly in-service meetings we presented the idea to the staff. All were very receptive to the idea. Each staff member was given a specific resident to create a memory box. The staff conducted interviews with the residents, family members and friends to compile a life history. With these interviews, they put together a memory box specific to that resident, which are kept in their apartments for one-on-one activities. One staff member had a wire chicken basket with gardening gloves, gardening book, a book on quilting, swatches of fabric and pictures from family. This particular resident was a farm wife, who talked a lot about gathering eggs each morning,

loved gardening, and still helps with the Eiler House flowers, and made several quilts. One is on display at the Eiler House.

Daily activities are a very important part of daily living at the Eiler House. Exercises, walking, memory challenges, puzzles, and of course Bingo. But the most attended and by far the most rewarding are those activities that include interaction with outside groups. We have a very strong ministerial alliance, which provides weekly church services and monthly communion, several church circles who provide Bible study and fellowship. Intergenerational programs include our adopt-a-class who comes monthly, high school students who volunteer for work-study programs and Reading Through The Ages, where children come to read or practice reading with our residents. We are also host to the Retired Teachers Association.

At Eiler House, our goal is to provide an atmosphere that is active, where residents choose their lifestyles and are afforded privacy. Visitors and groups are always welcome in our home.

## Welcome New Board Member



**Sandy Wilson**, Director of Senior Housing at Newbury Management Company in West Des Moines has been with the company three years and in the industry for 15 years. Sandy is also a member of the Assisted Living Federation of America.

Prior to Newbury Management, Sandy was a Manager of an assisted living, Director of Operations, Director of Nursing, Medicare Coord., and a Training Coordinator for a home health agency.

Sandy is very active in her church and belongs to the Red Hat Society. Sandy attributes she got to where she is today by God A's guidance and hard work. She also shared that the best part of her job is being around seniors and working with staff at her Retirement Communities.

Sandy lives in Colo, Iowa and has four grown daughters; Carrie, Lisa, Jessica, and Jaelyn and she has four grandsons: Marquis, Darien, Kennedy and Gabriel.

*Associate Member Spotlight continued from page 1*

Development, Market Analysis, and Occupancy Development services to our clients.

Senior Housing Consultants pride themselves on offering innovative solutions for tomorrow's senior housing needs. We offer synergies, innovation, and expertise in the senior housing industry. The team at Senior Housing helps our clients, partners, investors, and employees achieve growth and market share.

Today, the rapidly expanding segment of "Senior Consumers" demand a variety of housing, care, and service options. Many mid-west markets have gaps in senior housing and service delivery. These markets reveal themselves in our market research and matrix mapping analysis. The Senior Housing team can identify these real estate development opportunities, produce financial analysis, and act with partners on properties that meet investment goals.

We have a passion for what we do, a desire to deliver great results, and a clear financial goal that makes the journey rewarding. Give us a call at (800) 366-6716. We would love the opportunity to assist you. Whether you have been in the business for one day or for decades we have what it takes to put you in the direction you want to go.

## A New ALFA - Focused on Operational Excellence

*Submitted by: Paul Williams, ALFA's Director of State Affiliate Relations*

ALFA is focused on the development and sharing of best or most successful practices for operational excellence in assisted living. Specifically, ALFA has developed products, programs, and initiatives for our members that fall into five areas of operational excellence:

**Growth Strategies** (investment to grow, brand strategy, competitive positioning, marketing strategies, sales processes, public relations, consumer intelligence, strategic alliances, merger integration)

**Quality Resident Service** (quality care delivery, medication management, regulatory compliance, medical technology and informatics, family relations, resident voice, transportation, food service, housekeeping)

**Community Systems/Infrastructure** (financial management systems, technology infrastructure, business continuity/resumption, security, utilities, land/site development, space planning, physical plant, furnishings)

**Quality Performance Management** (HR systems and processes, executive talent management, staffing, staff performance, staff development, scheduling/resource allocation, cross-functional teaming, executive compensation, organizational culture)

**Leadership** (strategic audits, business planning, strategy orchestration, growth/change management, cost containment, risk management, knowledge management, organizational structure, executive team development, contract management, corporate dashboards)

ALFA's new and transformed products and services are delivering more sophisticated, and content suited for the experienced owner, operator, and executive.

*Watch for more  
products and services  
in the coming months*

## AARP Issue Brief on Assisted Living: a Useful Resource

By Janet H. Forlini, Staff, Assisted Living Federation of America (ALFA)

Many consumer advocacy groups have taken a heightened interest in the public policy issues surrounding assisted living—and the most well-known and largest such group is no exception. In a recently-published issue brief, titled “*AARP Research In Brief: An Overview of Assisted Living 2004*,” Bernadette Wright of AARP’s Public Policy Institute provides a comprehensive and useful overview of assisted living laws, practices, and research.

In sum, the issue brief focuses on the following areas:

- philosophy description and definitions used in state regulations for “assisted living;”
- characteristics of residents and set of services provided;
- degree to which providers carry out stated philosophy;
- cost and affordability;
- quality and consumer protection issues.

The paper notes that though state laws differ in their statements of the philosophy assisted living espouses, there are generally four tenets that are included: the ability to meet scheduled and unscheduled needs of residents; maximizing autonomy, independence and dignity; minimizing a resident’s need to move; and the provision of a homelike environment.

As for a definition of “assisted living,” the author provides a summary of what categories most states use, and most commonly-utilized terms. From an analysis perspective it is interesting to note that the paper goes on to warn against the adoption of an overly-narrow definition of assisted living, stating that “a too-narrow definition might limit the ability of providers to offer variety and choice and to include new and innovative services and features.”

As for the discussion centering around the characteristics of residents and the nature of the services available in assisted living, the author bases the discussion primarily on papers that have been published during the last five years by various leading academic researchers. These references and brief discussions of the reports are useful in assessing what kinds of practices currently exist for various demographic groups as well as the findings with regard to existing services for assisted living residents with dementia. As to whether providers carry out the stated philosophy espoused in a given state regulation for assisted living, the author again refers helpfully to published research on issues such as the reasons residents leave assisted living as well as a public preference for minimizing the need to move.

On the issue of cost/affordability, this brief helpfully lays out the various avenues for access to public assistance, including Medicaid and SSI, as well as the barriers to significant expansion of such programs. As for the topics of quality assurance and consumer protection, the paper lays out various state approaches to address these areas and also describes the Long-Term Care Ombudsmen Program, authorized by the Older Americans Act. Also mentioned are efforts such as the Assisted Living Workgroup, as well as the Center for Excellence in

Assisted Living (CEAL), which is an effort spearheaded by eleven organizations, including AARP and ALFA, to further the dialogue around quality care in assisted living.

This paper can be useful for providers’ policymaking purposes in that it makes reference to several research products and organizational efforts—and ties them together in a single document. Additionally, it is helpful to have this AARP’s assessment of some of the greatest challenges in assisted living as well as the conclusion that more research is needed to determine next steps.

To access the full text of the issue brief, go to <http://www.arrp.org/ppi>.

### Calendar of Events

#### 2005 ALFA Annual Conference & Expo

May 4-6, 2005  
Cobb Galleria Centre  
Atlanta, Georgia

Details available at  
[www.alfaconferenceandexpo.com](http://www.alfaconferenceandexpo.com)

#### 26th Annual Governor’s Conference on Aging

May 16-17, 2005  
The Sheraton West Des Moines Hotel  
(Formerly University Park Holiday Inn)  
For information: 515-225-1051 or 800-264-4084  
Website: [www.state.ia.us/elderaffairs](http://www.state.ia.us/elderaffairs)

#### IALA is currently setting up Regional Meetings

to be held late May/early June  
Watch for Details

#### 2005 IALA Annual Conference

August 30 & 31, 2005  
Des Moines area  
Watch for Details

## IALA Associate Members

*Here to Serve You!*

### **A-1 Home Healthcare**

BJ Fraher  
Ft Dodge  
**515-955-1654**  
alhomehealth@frontiernet.net

### **Architects Wells Kastner Schipper**

Doug Wells  
West Des Moines  
**515-327-0007**  
dougwells@a-wks.com

### **Briggs Corporation**

April Schmaltz  
West Des Moines  
**515-327-6400 ext. 6538**  
schmaltz.april@briggscorp.com

### **Brown, Winick, Graves, Gross, Baskerville & Schoenebaum, PLC**

Deborah Schmudlach  
Des Moines  
**515-242-2400**  
schmudlach@ialawyers.com

### **Church Mutual Insurance Company**

Tom Eberlein, CIC  
Merrill  
**800-554-2642 Ext. 4821**  
teberlein@churchmutual.com

### **Commercial Federal Bank**

Vicki Facto  
West Des Moines  
**515-440-7371**  
victoriafacto@commercialfed.com

### **Communications Engineering Co.**

Chris O'Brien  
Hiawatha  
**319-294-9000**  
cobrien@ceciowa.com

### **Dimensions in Senior Living**

Amy Wilcox-Burns  
Omaha  
**402-898-1079**  
amy@dimsrlvg.com

### **EGAPC.**

Barry Jones  
Des Moines  
**515-243-1800**  
bjones@ega.net

### **Hawkeye Foodservice Distribution**

Tara Haiston  
Iowa City  
**800-272-6467**  
tarah@hawkeyefoodservice.com

### **Health Development Link (HDL)**

Charles Thomas  
Yankton  
**605-664-4220**  
walnutvillage@iw.net

### **Hoglund Bus Company, Inc.**

Holly Hoglund-Klein  
Monticello  
**763-295-5119**  
hollyklein@hoglundbus.com

### **LaRue Distributing, Inc.**

Mark Wunderlich  
Omaha  
**402-333-9099**  
mark.wunderlich@laruecoffee.com

### **Lee Agency, Inc.**

Patricia Van Wey  
Muscatine  
**563-263-9252**  
pvanwey@leeinsure.com

### **Martin Brothers Distributing Co.**

Julie Halfpop  
Cedar Falls  
**800-392-2926 x3316**  
jhalfpop@martinsnet.com

### **McGladrey & Pullen, LLP**

Susan Davis  
Des Moines  
**515-281-9275**  
susan.davis@rsmi.com

### **Point Builders, LLC**

Maria Murry  
Cedar Rapids  
**319-364-5053**  
maria@pointbuilders.com

### **Saxton, Inc.**

Kim Augspurger  
Des Moines  
**515-244-6116 x124**  
kimaugspurger@saxtoninc.com

### **Senior Housing Management/Consultants Co.**

Allen Phillips  
Cedar Rapids  
**319-363-6094**  
aphillips@shcshm.com

### **tenX Systems, LLC**

David Berg  
Lino Lakes  
**651-482-8828**  
daveb@tenxsystems.com

### **Wells Fargo**

Jeff Frey  
Clive  
**515-237-5267**  
jeffrey.a.frey@wellsfargo.com

We encourage communities to contact IALA Associate Members when you have a need at your facility. Their purpose in membership, is to meet your needs. Give them a call today!



The IALA ADVISOR  
Vol. 7, No. 1, 2005

## Assisted Living Excels at Customer Service

*Submitted by: Patti Hayes*

This past winter several friends and I attended a Sandi Patti concert in Des Moines. The concert ran late and we ended up on the road around 11:30. As most of us had skipped supper - rushing to Des Moines directly from work - we wanted to get a bite to eat before hitting the interstate home.

To our surprise nothing was open except fast food drive-throughs. I remembered a 24-hour restaurant on Merle Hay Road and our van full of hungry ladies headed there for refreshments.

I knew we were in trouble as soon as we walked into the lobby. My clue? First, it was the manager yelling at a tearful server for not preparing individual tickets for a departing party before they arrived at the cashier. Second, as I scanned the room I saw wall-to-wall women; all seated at tables without service, no glass of water, no coffee, no smiles. The manager walked over to my group and I asked him how long before we could be seated and expect service. I'll never forget his reply: "I don't know, you see, we didn't know you were coming."

Now, I remind you, reader. This was a restaurant advertised to be open 24 hours a day. Wouldn't you think they would be expecting customers? Wouldn't you think they would be aware of events in the city that could generate customers? Apparently not! My group quietly left the restaurant and drove to the Golden Arches drive-

through. We then proceeded to drive off without our order and had to return to retrieve it, much to the amusement of the McD staff. But that is another story.

I have often thought of the manager of that restaurant, his frustration, lack of customer service skills and general presentation to his staff and the public. I think of him with a sense of loss or sadness. What a missed opportunity to practice good customer service and be a leader to his staff. Just imagine how the atmosphere could have changed if he had donned an apron, rallied his staff, served free coffee and smiles. He had a prize opportunity for several hundred customers to walk out of his establishment telling others about the great service.

I don't need to tell you that Assisted Living excels in customer service. Customer service is a team effort that involves everyone and begins at the top. Approach any staff person and they will respond with, "How may I assist you, is there anything else I can do for you?" If you or your family member comes to the Assisted Living staff with needs, you'll never hear, "I'm sorry, we didn't know you were coming."

Is there anything I can do to assist you? We are open 24 hours a day!