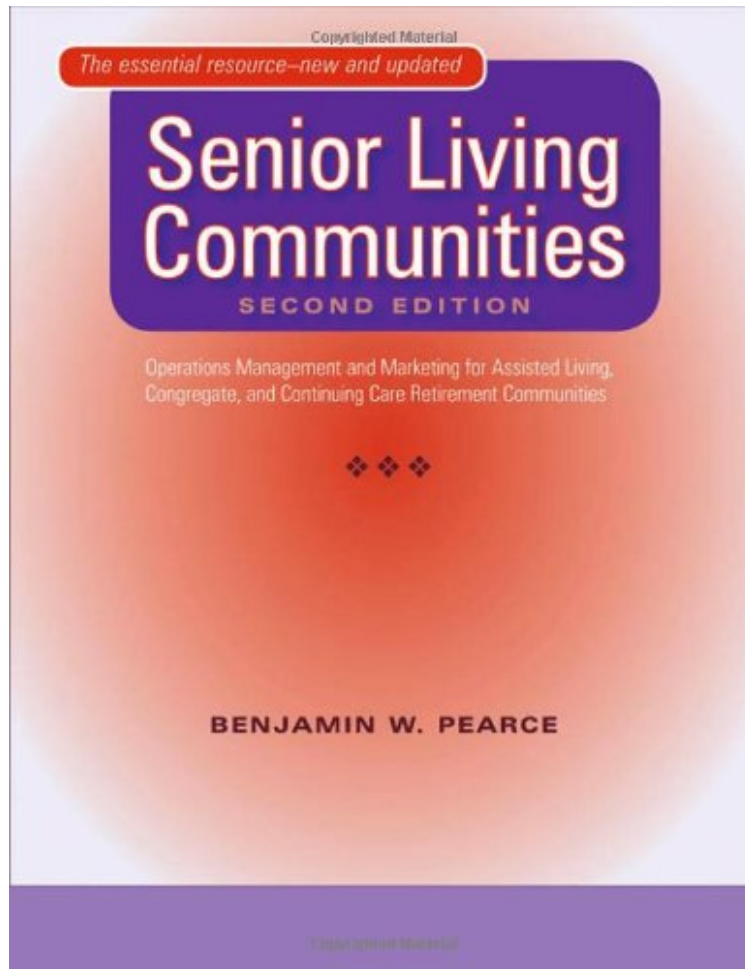


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Senior Living Communities: Operations Management and Marketing for Assisted Living, Congregate, and Continuing Care Retirement Communities

Benjamin W. Pearce

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platitudes vs. practical advice which can be actually used to run an operation. This book is very well done, and contains tools (finance options, pre-opening checklists with timelines, etc.) which number beyond what is printable here. If you are serious about succeeding in the industry on a small or large scale, this book will be a resource you come back to time and time again. 0 of 0 people found the following review helpful. Five Stars By JamesAwesome book even the material presented is a bit outdated. 0 of 0 people found the following review helpful. Five Stars By DAVID H SUNG Very informative and easy reading

The demand for residential communities for seniors rises as the U.S. population continues to age. This growth means that new administrators and staff members often are learning by trial and error the complicated task of delivering high-quality and consistent services to elderly persons. While many new facilities have been successful, others have been plagued by a variety of administrative and financial difficulties. *Senior Living Communities* remains the definitive guide to managing these facilities. In this thoroughly updated and revised edition, Benjamin W. Pearce offers a wealth of sound advice and practical solutions. He discusses resident relations, operating methods, staffing ratios, department management, cost containment, sales and marketing strategies, techniques of financial analysis, budgeting, and human resources. New chapters address issues particular to dementia care and architecture, and the appendix contains a department-by-department audit of senior living operations. From the front lines to the boardroom, this book should be a part of every decision-making process for improving and maintaining assisted living, congregate, and continuing care retirement communities.

"It is truly an administrator's handbook." (Journal of Long Term Home Health Care) "Pearce's book lives up to its billing as a complete guide for senior living communities. Any organization contemplating entering the senior living market should read this book to fully understand all the specifics and issues of delivering senior housing. Pearce's guide is readable, well organized, and filled with relevant information." (Health Progress) "This in-the-trenches approach to the administration and marketing of assisted living, congregate and continuing care communities is quite valuable for both the novice administrator who is looking for guidance, as well as the experienced practitioners who will find validation in their approach." (Contemporary Gerontology) "A welcome text for operators, executive directors, and department heads. Pearce presents important operational issues and follows up with useful discussion of approaches to dealing with them." (Senior Living Exec) About the Author Benjamin W. Pearce is President and Chief Executive Officer of Potomac Homes Corporation.