

Why Growth?

Organizations that do not continuously refine their products, gain market share, and take advantage of strategic opportunities will, over time, lose their position as a market leader and risk brand dilution.

The current economic climate, in addition to health care reform, is driving significant change in how and where care for seniors is delivered and funded. In addition, reimbursement pressures, regulatory controls, changes in constituent base, staffing challenges, and needed operational efficiencies are driving providers to think differently, operate differently, and to consider new business lines and strategic affiliations and acquisitions for the future. Strong, progressive-thinking organizations are taking advantage of the current environment while strategically positioning themselves for the consumer of the future. The goals of these organizations are to gain market share, diversify revenue sources, and expand brand awareness through a smart growth strategy.

Smart Growth ...

- Supports our Mission to do all the good we can by increasing the number of people we serve
- Generates positive cash flow
- Increases the breadth and quality of services, programs, and amenities available to residents and clients
- Improves Operating Ratio (OR) by increasing total revenue in relation to expenses
- Allocates fixed costs over a larger number of entities, increasing overall margins
- Builds net worth, creating greater access to more capital at lower rates
- Improves margins impacting resident rates while building reserves to continue the maintenance and enhancement of existing buildings
- Expands financial resources for campus enhancement and master planning to meet the expectations of future residents
- Strengthens the organization's position in the markets where it operates, lowers exposure to risk in the health care reform marketplace, and reinforces ability to endure future economic downturns
- Improves access and leverages economies of scale with major service vendors
- Enhances the organization's talent pool by positioning it as an employer of choice and improving opportunities for talent development and internal associate growth

Criteria and Desired Markets

- Entrance fee, equity, or rental continuing care retirement communities
- No more than 30% of resident population from skilled nursing
- IL/AL/Memory Care combination
- States of Primary Interest:
Georgia, Maryland, New Jersey, North Carolina, Pennsylvania, Virginia, South Carolina
- States of Secondary Interest:
Florida, Indiana, Kansas, Kentucky, Michigan, Missouri

Contact

Sandra Lawson
Chief Strategic Alliances and Growth Officer
slawson@asbury.org