



CELEBRATING **10** YEARS

 **Longwood at Home**
Positively Living

Presbyterian SeniorCare

- Not-for-profit, faith-based organization established in 1928
- Largest provider of senior living and long-term care in western Pennsylvania
- A continuum of 56 senior living communities and/or programs at 44 locations across 10 counties of western Pennsylvania.
- First in Pennsylvania to earn accreditation as an Aging Services Network (CARF-CCAC) and third in the U.S.

Presbyterian SeniorCare

Full Continuum of Long-Term Living Services

- Adult day services / LIFE Program (PACE)
- Award-winning Woodside Place specialty dementia care
- Retirement community living / Longwood at Oakmont
- Home and community-based services
- Nursing care and rehabilitation services
- Personal Care
- Senior living communities / affordable service enriched housing
- Woodwell Hospice and Palliative Care Program

Longwood at Home

- Established in 2002 as a non-profit affiliate of Presbyterian SeniorCare
- Continuing Care at Home in Pennsylvania
 - Friends Lifecare at Home
 - Licensed by Department of Insurance as a CCRC
- Market Study by ThirdAge
 - Cadbury Continuing Care at Home model (New Jersey)
- Financial Feasibility Study by Arthur Anderson
- Presbyterian SeniorCare commitment of up to \$1.5 million start-up capital

Why did we pursue Continuing Care at Home?

- Expand services consistent with Presbyterian SeniorCare's commitment to older adults, i.e. "to be as independent as possible for as long as possible in the living environment of their choice" (previous Mission Statement)
- Create depth in Presbyterian SeniorCare's care and service continuum
 - Care management
 - Development of HCBS portfolio/diversification

Why did we pursue Continuing Care at Home?

- Reach out to serve market of middle income retirees
- Provide revenue enhancement via management fee and promote utilization of Presbyterian SeniorCare's programs/facilities
- Continue Presbyterian SeniorCare's tradition of innovative program development by introducing new product to Pittsburgh market
 - Market study supported viability of one lifecare at home program for our MSA

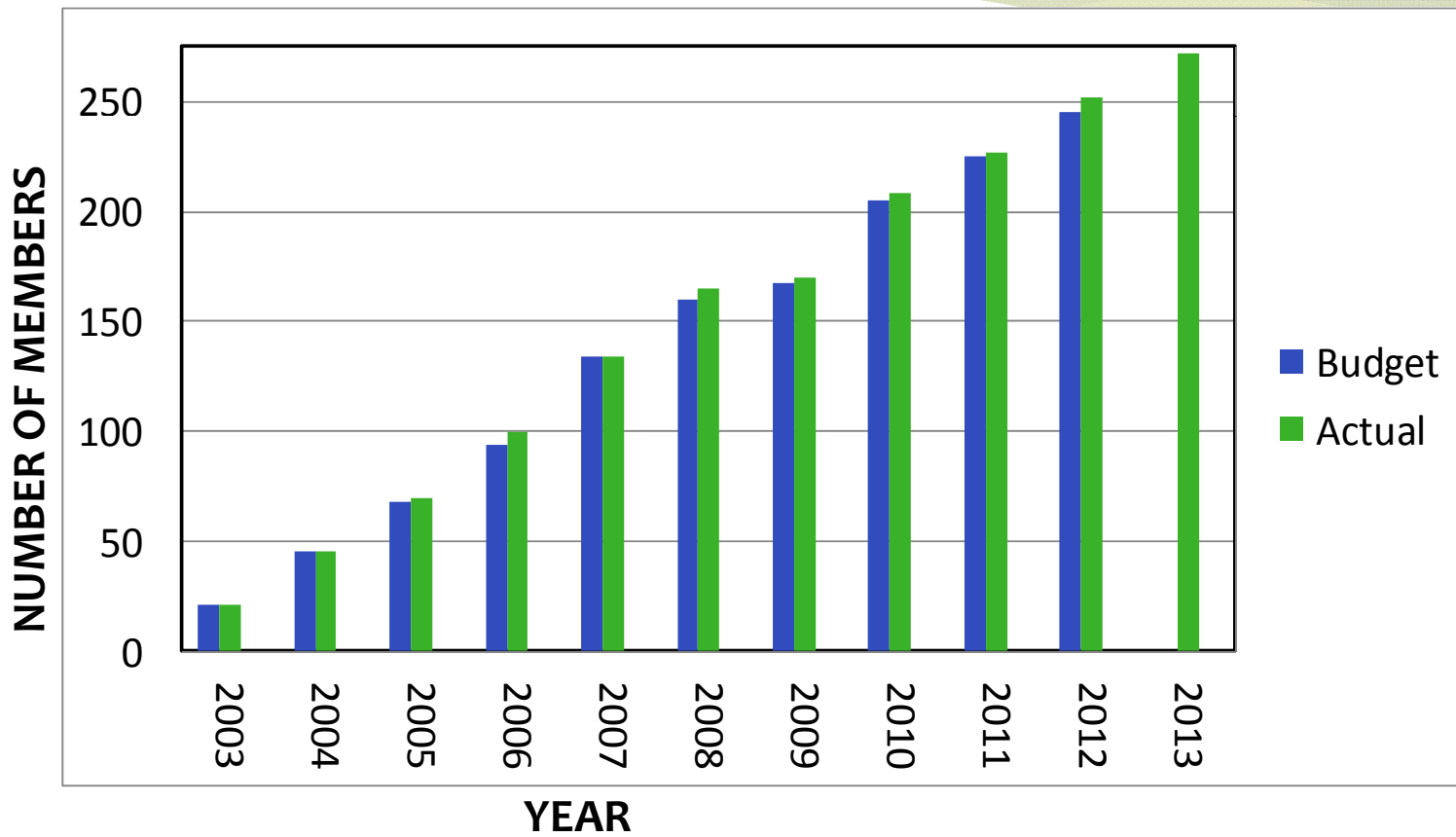
CHARTER MEMBERS



LONGWOOD AT HOME HISTORY

- * **First and only in Western PA**
- * **Licensed by Pennsylvania Department of Insurance as a CCRC in November 2002**
- * **Enrolled 312 Members to date**
- * **Currently 253 active members**
- * **Affiliate of Presbyterian SeniorCare**

NUMBER OF MEMBERS



STAFFING

- * **Director**
- * **4 Care Coordinators**
- * **1.75 Retirement Living Specialists**
- * **Member Coordinator**
- * **Marketing Assistant**
- * **Medical Director**
- * **Board of Directors**

PROVIDERS

- * **13 Skilled Nursing Facilities**
- * **7 Personal Care Facilities**
- * **1 Specialty Dementia Facility**
- * **2 Adult Day Care**
- * **22 Private Duty Agencies**

PERSONAL CARE COORDINATION

In the 10 year history of Longwood at Home, only 9 members have had to leave home on a permanent basis.

That is less than 3% !

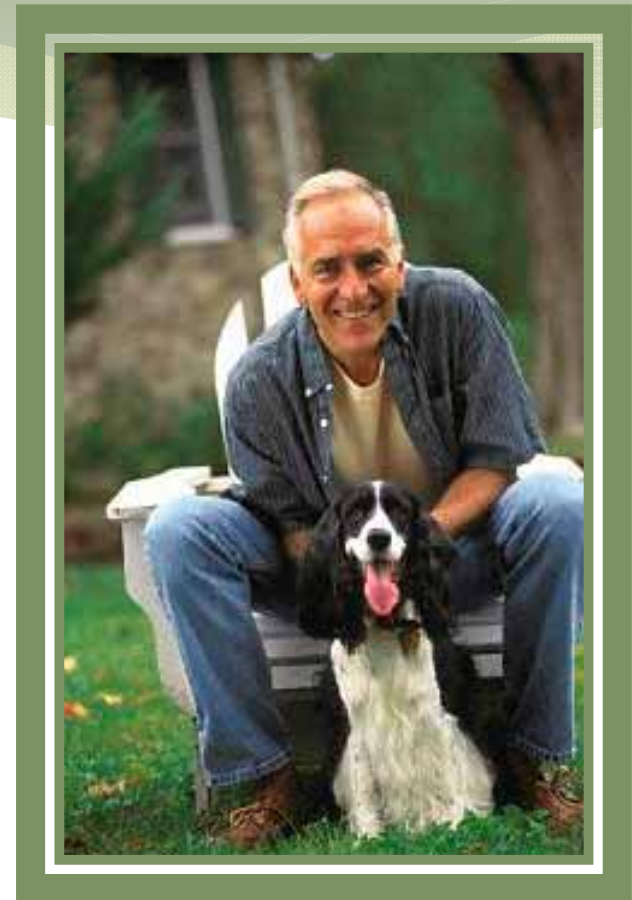
Hospital Readmission Rate is
4% for 30 days and 3% for 180
days.

**Anna Scott, care coordinator,
with Drs. Lawrence & Betty Howard**



INCREASE IN NET ASSETS

Year	Cost
2003	\$(626,295)
2004	\$(238,729)
2005	\$(33,288)
2006	\$21,209
2007	\$362,968
2008	\$259,207
2009	\$190,356
2010	\$316,578
2011	\$195,775
2012	\$275,846



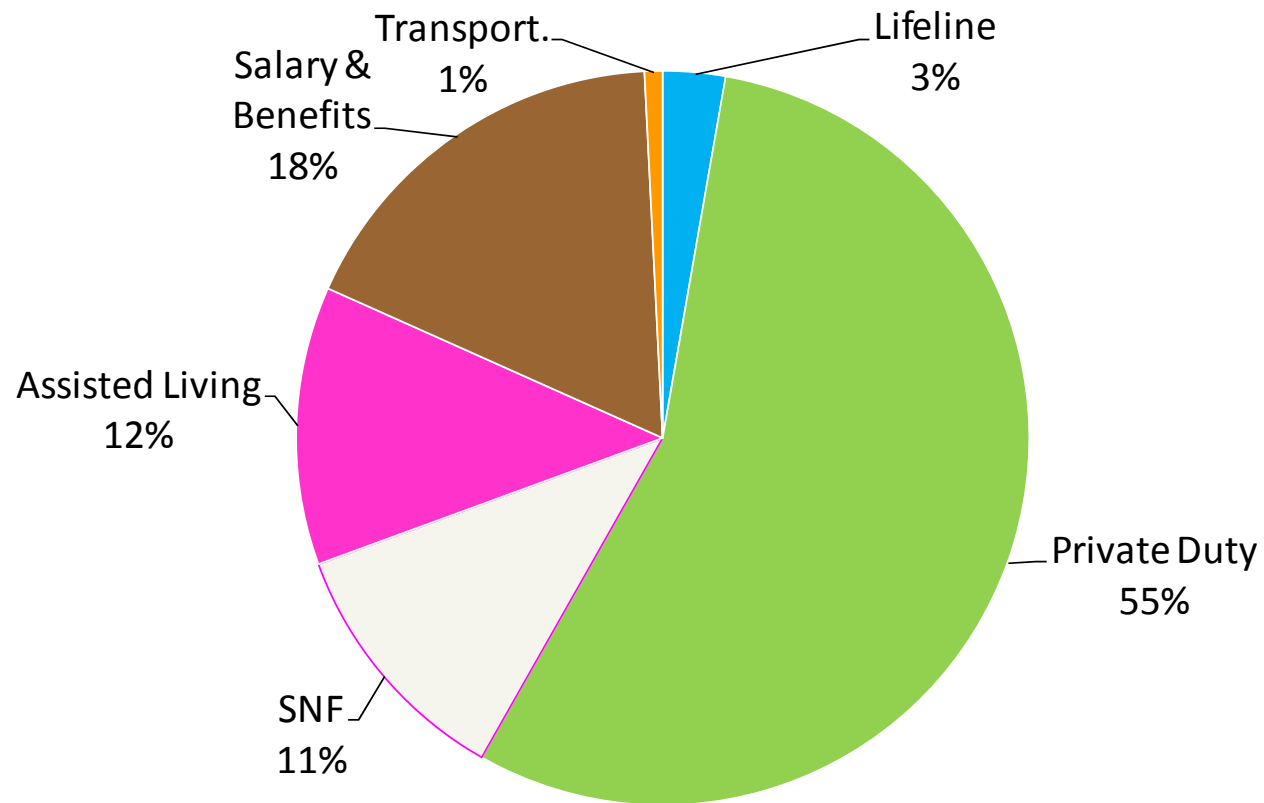
2012 REVENUES

REVENUE	ACTUAL
Resident Services	\$2,275,446
Investment Income	\$79,365
Total Revenue	\$2,354,811

2012 EXPENSES

OPERATING EXPENSES	ACTUAL
Administration	\$346,295
Care Management	\$1,509,890
Marketing	\$418,935
Total Expenses	\$2,275,120

2012 CARE MANAGEMENT COSTS



2012 Market Penetration

Presentations

- 42 held
- 4 cancelled

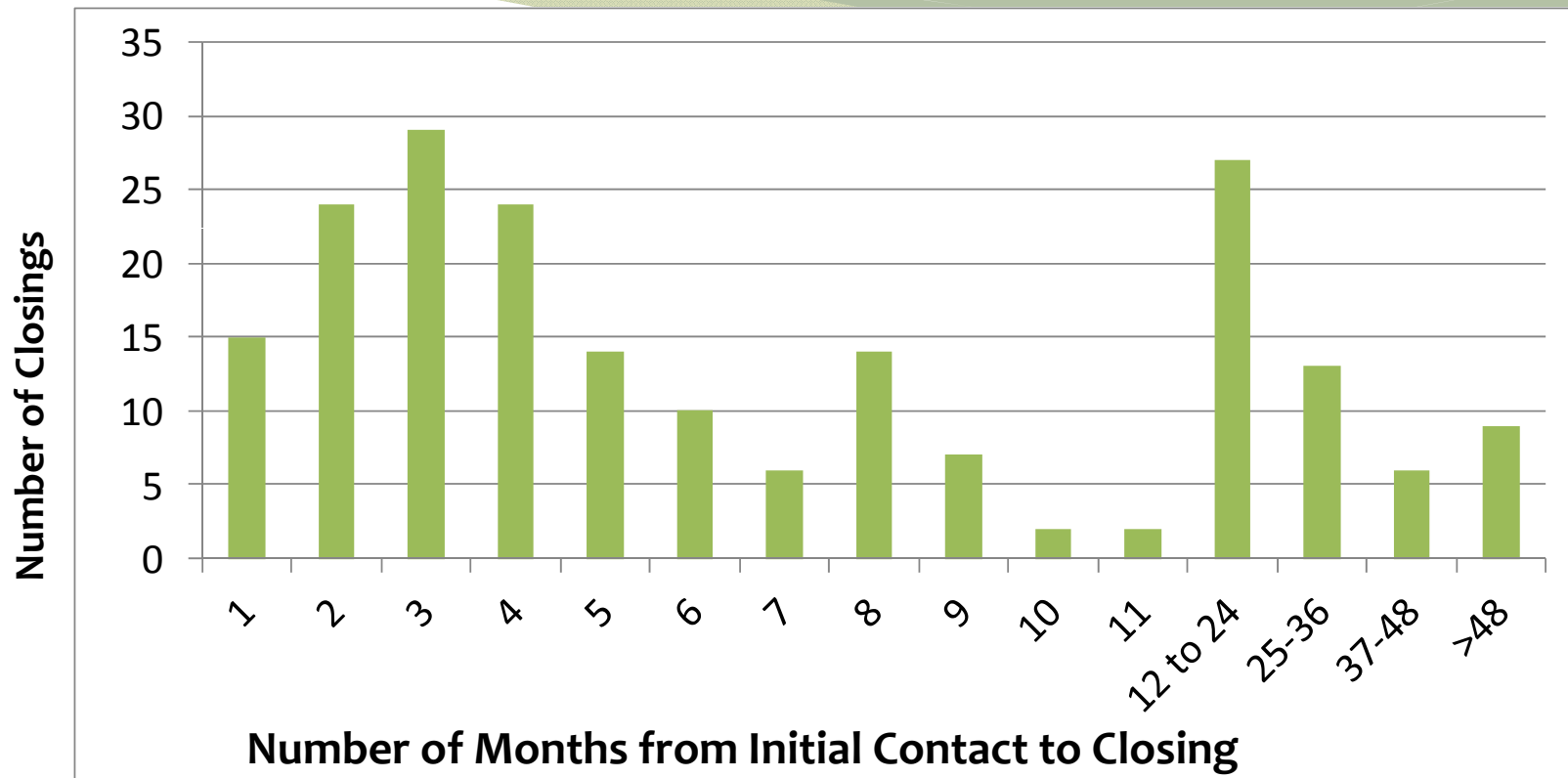
Attendees

- 797 RSVP Yes
- 760 attended

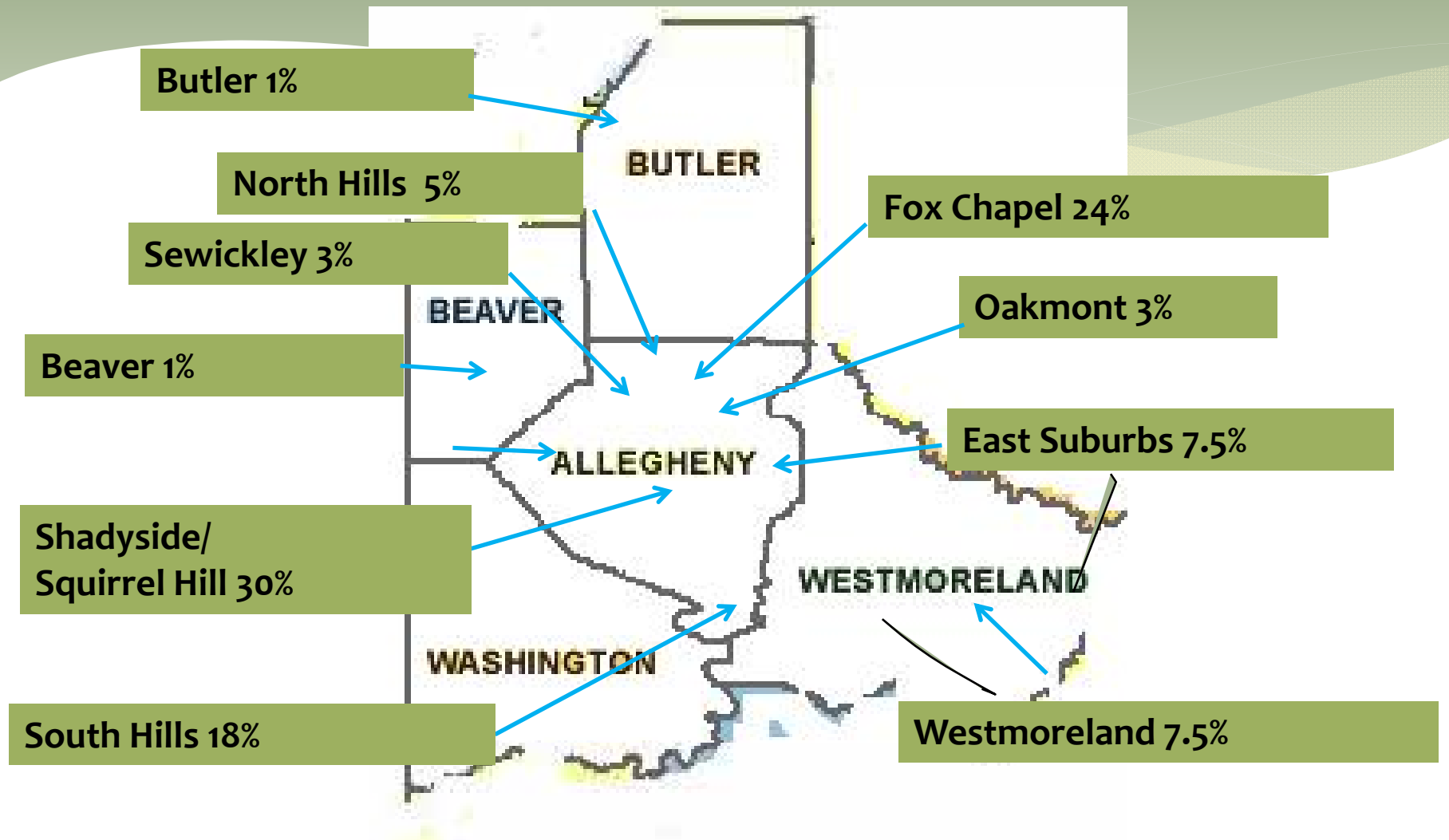
Appointments

- 139 held
- 32 new members

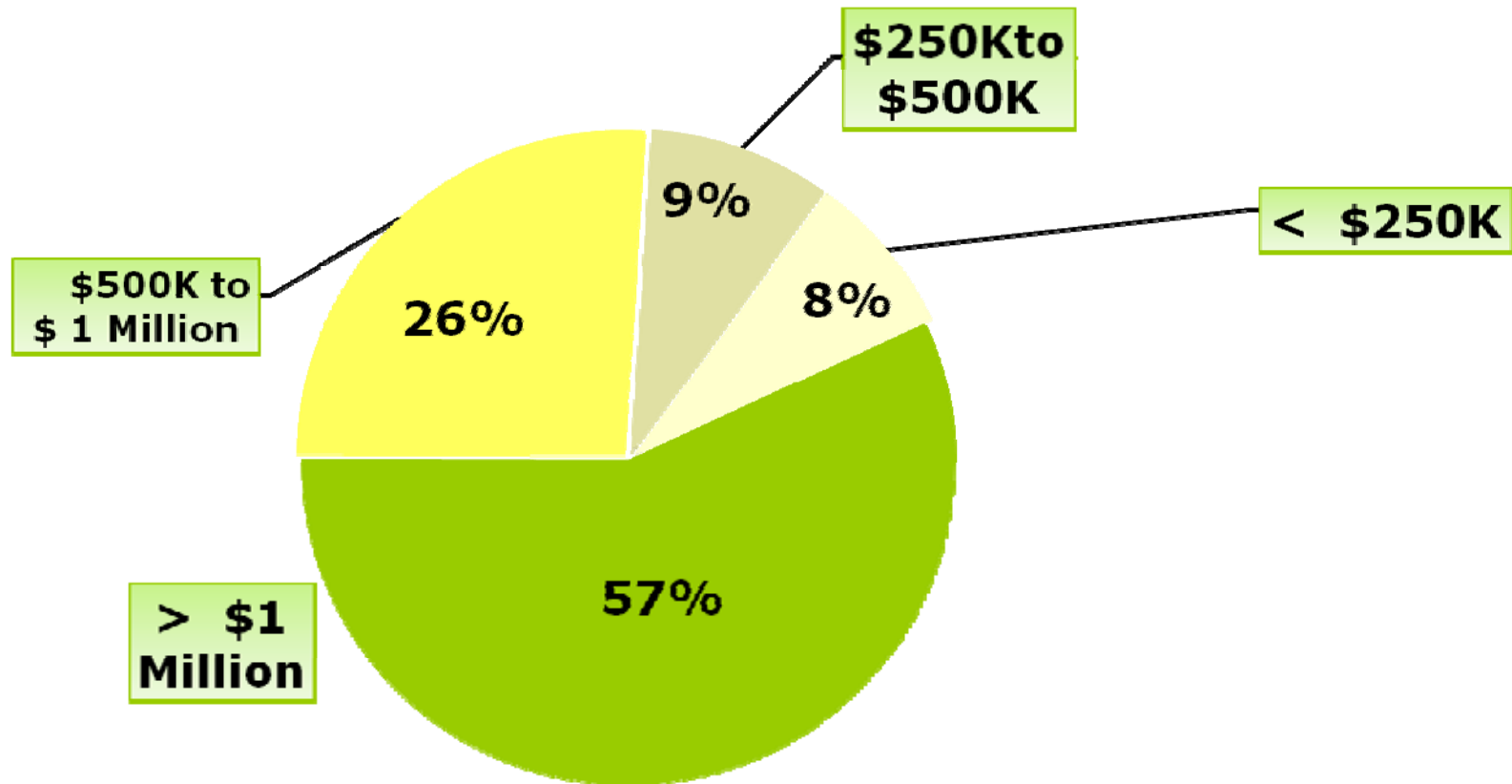
Sales Life Cycle in Months



MEMBER DISTRIBUTION



NET WORTH OF MEMBERS



CHALLENGES IN MARKETING

- * **Internal Competition**

- * Great Choices for Living Arrangements within Presbyterian SeniorCare

- * **External Competition**

- * 9 CCRCs within Pittsburgh metropolitan area

CHALLENGES IN MARKETING

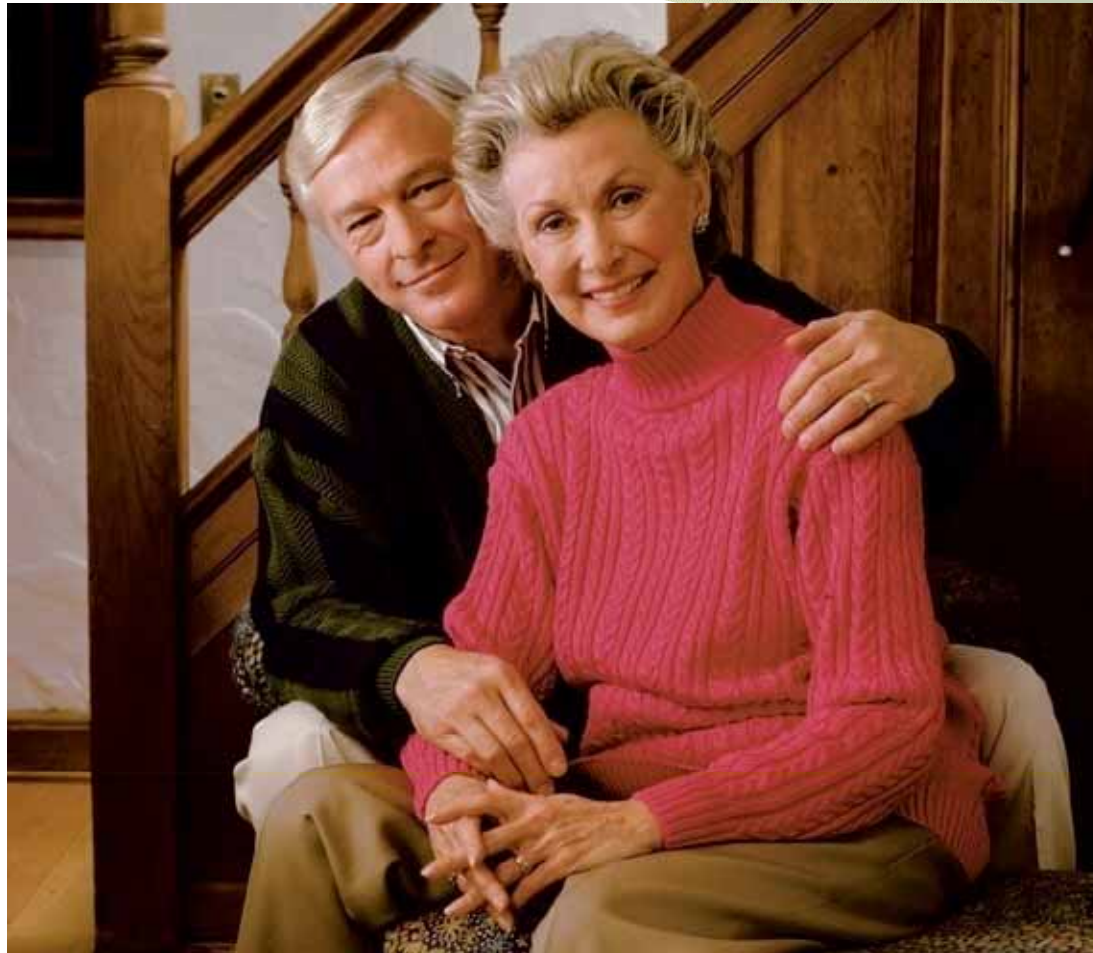
- * **Bridges separate the city**



CHALLENGES IN MARKETING

- * **Educating the marketplace**
- * **Lengthy decision process**
- * **Members hesitant to make referrals**
- * **Long term care insurance**
- * **Economic Crisis, loss of personal savings and fear to invest in future**
- * **Conflict in working with financial planners**
- * **22% Medical Denials**

“I’M NOT READY YET!”



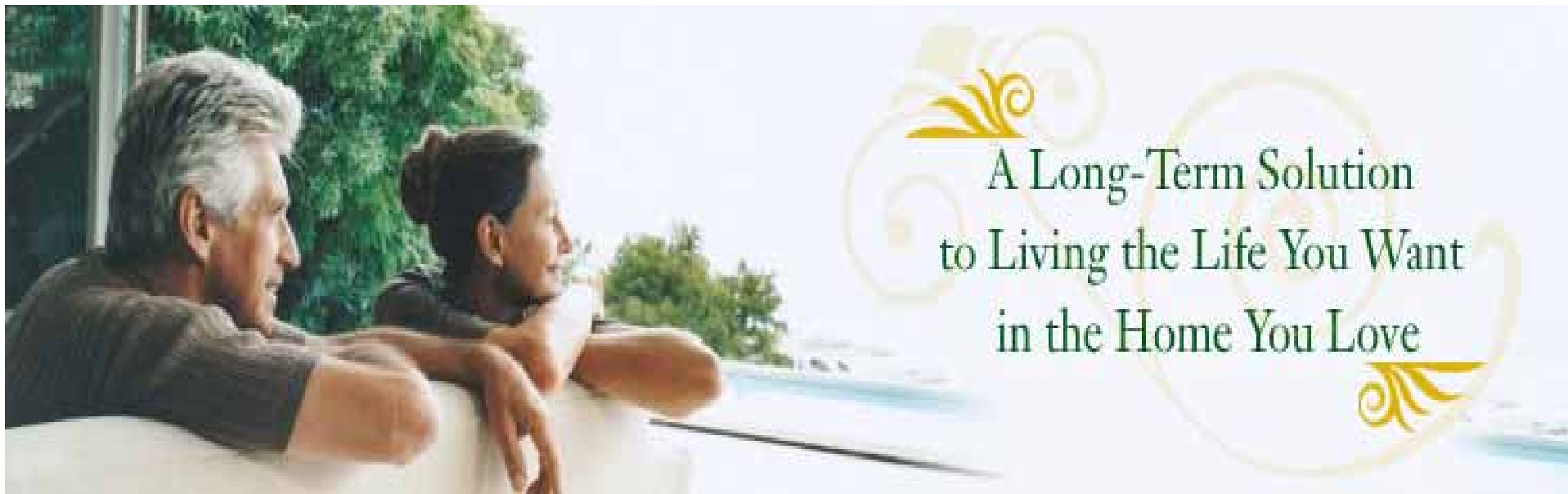
OPPORTUNITIES FOR PRESBYTERIAN SENIORCARE FROM LONGWOOD AT HOME

- * 18 Members moved to our residential CCRC – Longwood at Oakmont**
- * \$51,000 paid in 1st quarter of 2013 to PSC's private duty agency, SeniorCare at Home**
- * > 50 skilled admissions (20% of membership)**
- * 11 personal care admissions**
- * Weekly outside referrals to PSC's skilled, personal care, CCRC, housing and private duty from inquiries that are not appropriate for membership**

Longwood at Home

“After having to place my parents in a skilled nursing facility, I just became determined I would never let my family be in that situation. I began to look for long-term care options. Longwood at Home fit the bill. It has given me such peace of mind. I’m convinced I made the right decision.”

-Sandy Dobler, Member since 2005



A Long-Term Solution
to Living the Life You Want
in the Home You Love

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