

Services & Amenities

Services

- Assistance with personal needs including dressing, bathing and dining
- Registered nurse on-call, 24 hours a day*
- Personal Service Plan
- Medication assistance
- Medication administration
- Medication management
- Personal care assistance available around the clock
- Ongoing monitoring of resident's health status
- Behavior tracking and management
- Weekly housekeeping services
- Personal laundry services
- Linen services
- Three freshly prepared, nutritious and appetizing meals served daily
- Snacks and beverages available throughout the day
- Room service available
- Daily programs, events or outings
- Scheduled transportation services available
- Incontinence care/management
- Diabetic care
- Stage I and II wound care
- Short-term stay options available
- Specialized intervention programs, including weight management, nutrition tracker and fall management
- Respite care available
- Specially designed exercise and fitness programs
- Specially designed environment for individuals with limited mobility
- Ancillary services including pet care, in-room food service and errand running

- Personal check-ins throughout the day
- Ambulation and escort services

Accommodation Styles*

- Private suite
- Private deluxe suite
- Studio
- One-bedroom apartment

Apartment Features

- Wall-to-wall carpeting
- Window coverings
- Individually controlled heating and air conditioning
- Kitchenette with:
 - Refrigerator
 - Microwave
 - Sink
- Telephone hookup
- Cable hookup
- Private bath including step-in shower and safety bars
- Walk-in shower
- Patio for outdoor living space
- Patio/balcony in select apartments
- Small pets welcome

Amenities

- All exterior doors alarmed for resident safety
- Handicap accessibility
- Emergency response system
- Fully equipped fire safety and sprinkler systems
- Outdoor, enclosed courtyard with walking paths
- Outdoor walking paths
- Outdoor gardening areas with raised beds

Brookdale Florence

Florence, NJ 08518



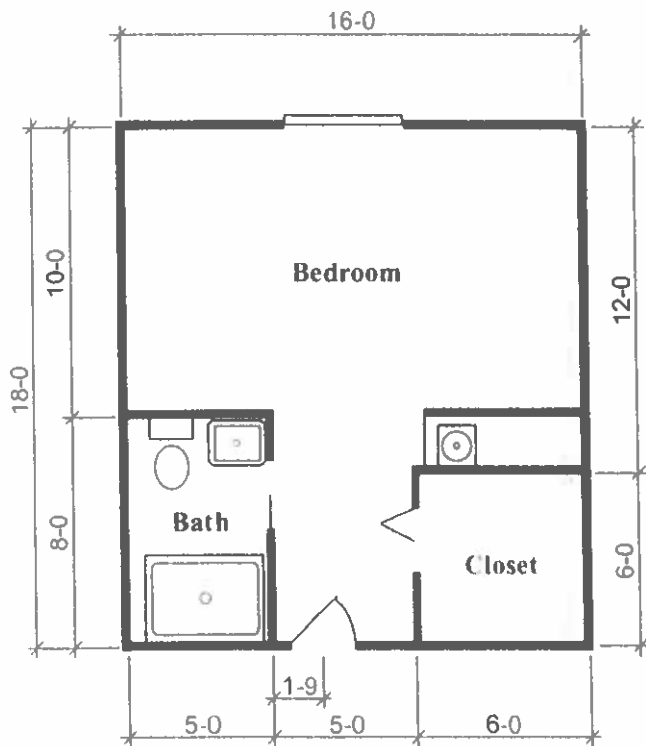
- Recreation and activity room
- Library*
- Spacious family room for social gatherings
- Full-service dining room
- Private dining room for intimate or special celebrations
- Beauty/barber shop*

Brookdale Florence

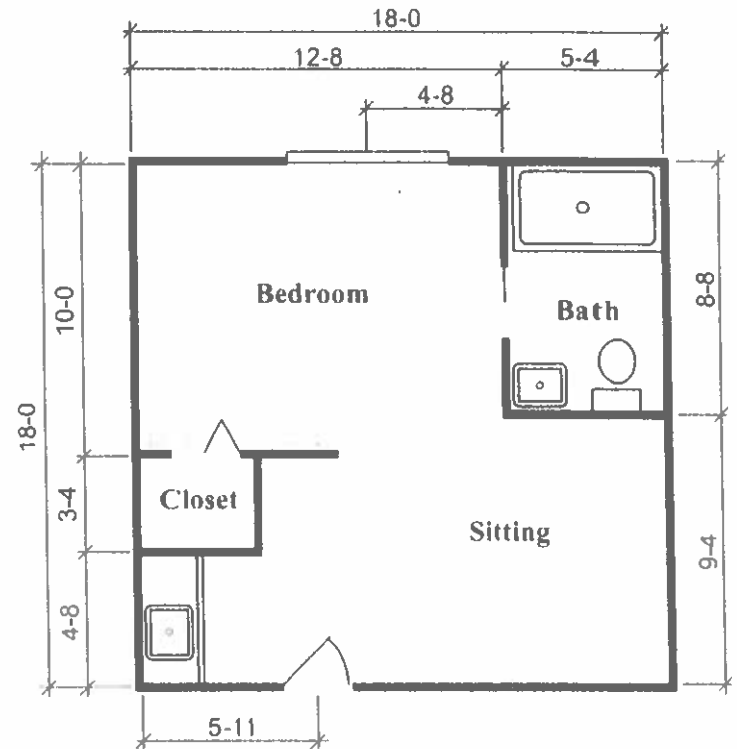
Florence, NJ 08518



Silverdale Suite
288 sq. ft.



Townsend Suite
324 sq. ft.



Brookdale Florence
901 Broad Street
Florence, New Jersey 08518
(609) 499-6662

Dimensions are approximate. Floor plans may vary.

Bringing New Life to Senior Living®

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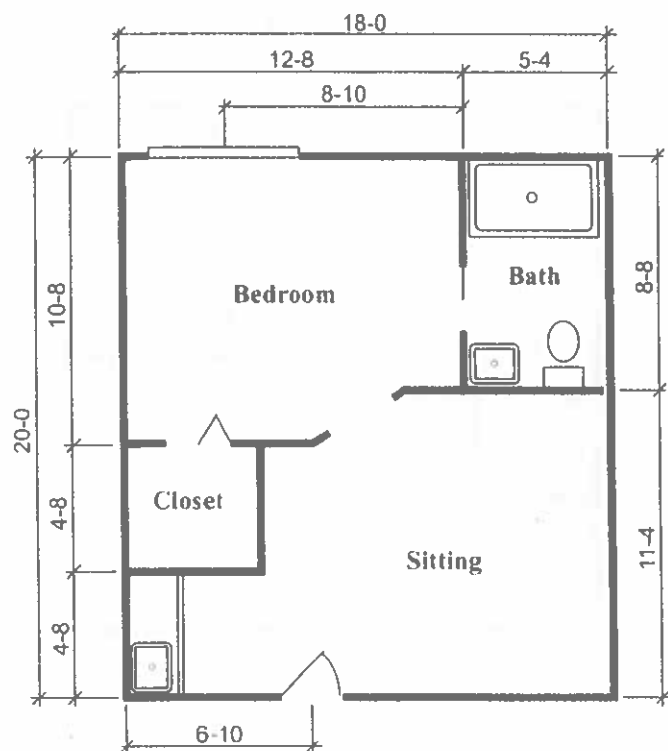
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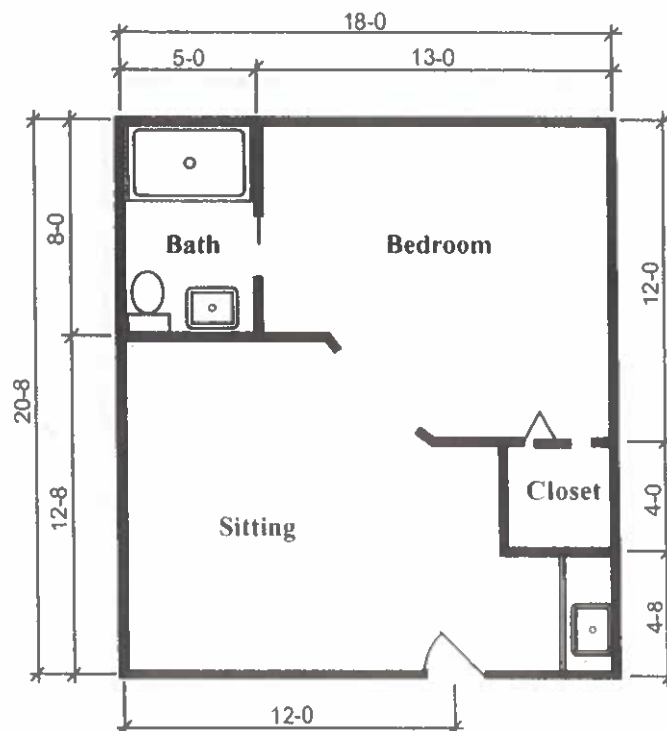
Floor Plans



Richmond Suite
360 sq. ft.



Ashton Suite
372 sq. ft.



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Starting the Conversation

How to talk with your parents about aging

Talking to your parents about aging can be uncomfortable. But the sooner you take action, the more options you'll be able to uncover.

Start with a plan. Write down a list of important topics to cover. Such topics may include wellness, housing options, estate planning, medical care, and legal issues. By writing everything down, you may avoid forgetting to mention important points in the course of conversation.

Get everyone together. Anyone with a vested interest should be present for the conversation so that everyone's voice is heard. If you can't meet with the family face-to-face, try a video call. When having a delicate conversation, it helps to hear a person's voice and see their face. Tone can be misconstrued over text.

Take notes. Be an active listener by taking note of all perspectives — especially your parents' — on solutions presented. This way, you will remember what issues need to be addressed going forward.

Ask for help. If you're not sure how to handle this discussion, ask us! We have decades of experience in helping people navigate this conversation and helping people make plans that fit their families.

Taking Notice and Taking Action: Signs It's Time for Senior Living

Do Your Parents Need Help? Americans are living longer than ever, but at some point, many will need assistance in their daily lives. Signs that your parent may need outside help can include:

Transportation – New dents in the car, erratic driving, getting lost in familiar places

Medical – Medication errors, unexplained weight loss, forgetting or skipping doctor appointments

Financial – Unpaid bills, trouble making financial decisions

Daily Living – Struggling to dress or bathe, no longer preparing meals

Home – Trouble maintaining the space, issues navigating stairs, fall hazards

Understanding Your Choices. When it becomes clear that your parents need assistance, they have options that range from the occasional helping hand to full-time care.

MedicDay Programs – Offer daily programs and meals through senior centers

In-home Companions – Personalized services at home or in a senior housing community for socialization, errands and/or cooking

Home Health – In-home skilled care, for those who qualify, by nurses, therapists and social workers through a home health agency.

Senior Living – Communities that offer independent living, assisted living, Alzheimer's and dementia care, skilled nursing and rehabilitation

This information is not intended to provide and should not be relied on for health, legal or financial advice. You should consult your own medical, legal and financial advisors.

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We know we set our care standards high.
Our residents are *worth it.*

Building on our well-established foundation of **quality care standards**, we listen to our residents and respond to their individual needs with **proven clinical care programs** and attentive care.

With our expertise and commitment to senior wellness, we are a leader in the industry with a continuum of innovative care options, including Assisted Living, Alzheimer's and Dementia Care, Rehabilitation and Skilled Nursing, Brookdale at Home concierge services.

We take a team approach.

Our interdisciplinary team collaborates to offer personalized care for each resident. Teamwork for resident care helps reduce risks, enhances quality and effectiveness of care and may improve healthcare outcomes. Using our Collaborative Care Review (CCR) meeting, we routinely review resident information, identify needs, design solutions and action plans and communicate plans to key associates.

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We address high risk concerns for seniors.

Medication Management

In coordination with resident's primary care physician, we promote proactive monitoring of prescribed medications and intentional reduction or elimination of high risk medications to help decrease adverse drug effects for residents.

Fall Management

We use a systematic approach to recognize risk situations, create a safe environment to avoid falls whenever feasible and implement interventions when necessary.

Skin Management

We monitor residents for early identification of risk factors that may lead to skin breakdown. Our wound care program uses prompt, research-based interventions with the most up-to-date wound care products.

Nutrition Management

We monitor our residents to identify nutrition challenges early, so we can detect potential weight concerns and provide solutions with an appropriate diet plan.

Dementia Care

Backed by more than 30 years of dementia care experience and expertise, our Clare Bridge program uses findings from research to adapt care innovations and better serve our residents.

NOTE: Not all care options are available at all locations. Call for further details.

We focus on quality care standards.

Clinical Insights and Analytics

We monitor key quality measures monthly. We analyze this information to identify ongoing trends, improve resident care outcomes and enrich the quality of care for our residents.

► To learn more, schedule a personal visit today.

Healthier, *together*

Did you know that social isolation and loneliness aren't just unpleasant? They're also unhealthy. According to the National Institute of Mental Health, loneliness is associated with a higher risk of high blood pressure, heart disease, obesity, a weakened immune system, anxiety, depression, cognitive decline, Alzheimer's disease, and even death.¹ To help you live a healthy lifestyle, a friend might be just what the doctor ordered.

Signs of Isolation

**IF YOU ARE EXPERIENCING ANY OF THESE SIGNS, YOU
MIGHT BE SUFFERING FROM ISOLATION.**



Talking about people you
haven't seen in a while



Withdrawing from
activities you once enjoyed



Skipping meals or
not eating enough



Lack of access
to transportation



¹ <https://www.nia.nih.gov/news/social-isolation-loneliness-older-people-pose-health-risks#:~:text=Research%20has%20linked%20social%20isolation,Alzheimer's%20disease%2C%20and%20even%20death.>

Consider the Benefits of a Senior Living Community



At Brookdale, we take pride in giving residents the opportunity to reconnect and thrive in a community where socialization is an integral part of daily life. With a full calendar of social events, welcoming community spaces and restaurant-style dining, the opportunities to find a new friend here are endless. Find your community here.

- Learn more about the levels of care we offer and the social aspects of life at **brookdale.com**.



Brookdale's *Personalized* Approach to Senior Living



Before your patient ever becomes a resident, Brookdale sets the stage for person-centered care in assisted living and Alzheimer's and dementia care. It all starts with our **Personalized Service Assessment**. We consider many aspects of your patient's life, such as mobility, medications, dietary restrictions and diagnoses. This helps determine an appropriate service plan and programming designed for their health and well-being.

Customized service plans inform **partnerships with healthcare professionals like you**, while our population health model helps residents meet goals, maintain independence and avoid unnecessary hospital stays. Here's how:

- We consistently monitor your patient's progress with assessments, making changes as needed in response to any change in condition.
- Health and Wellness directors are able to monitor quality outcomes in real time, and associates identify and communicate care needs through communication touch points and technology such as PointClickCare.®
- We offer specialized clinical programs for residents with diabetes, Parkinson's disease, heart failure, COPD, bone and joint conditions and stroke.

More Than Just Clinical Expertise

We take a proactive, whole-person approach to care that we call **Optimum Life**.® This includes medical and nonmedical interventions to improve a resident's health based on **six dimensions** we believe are vital to overall health.

This framing is woven into our resident engagement signature programming and positions our associates to address social determinants of health.

No matter the level of care, we prioritize timely and up-to-date communication with clinicians like you to keep you informed on your patient's progress.

Find the right level of care for your patients.



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Tailored Meals

Menu Chats

Our residents are encouraged to share their menu ideas and even personal recipes. It's our standard that residents' preferences from menu chats are incorporated into daily menus.

We Say Yes Program

The We Say Yes program empowers our associates to say yes to the requests of our residents and guests. If we aren't able to accommodate the request, instead of saying no, we offer an alternative item to meet the needs of the residents.

Optimum Life® Cuisine

Optimum Life Cuisine is abundant in whole grains, lean meats, poultry and fish with low-fat dairy and a wide variety of fruits and vegetables. Prepared with healthy fats,

fresh herbs, spices and other low-sodium seasonings, these menu offerings are designed to meet 100% of the nutritional needs for older adults. Optimum Life meal choices are higher in potassium, magnesium and fiber and lower in fat, sodium and added sugar without sacrificing flavor. That's a smart choice for people with diabetes, heart disease or high blood pressure — or anyone who wants to choose a healthier diet.

Guiltless Pleasures

Guiltless Pleasures are portion-controlled desserts that either have no added sugar or are reduced sugar or sugar free. These dessert options are ideal for anyone with diabetes or on a carbohydrate-controlled diet as they are lower in calories and fat than regular desserts.



Brookdale's philosophy is to provide you with a wide range of dining choices, so that you can enjoy a better quality of life. With this in mind, Brookdale offers a regular diet and if you require a therapeutic diet, Brookdale offers eight approved therapeutic diets.

The diets we offer:

- **Regular:** meets 100% of the recommended daily allowance for older adults; well balanced with appropriate portions served from each of the major food groups
- **Carbohydrate Controlled:** used for residents living with diabetes, but not limited to only those diners; amount of carbohydrates is controlled in all meals
- **Finger Food:** designed to maintain resident dignity; many entrees served as sandwiches
- **No Salt Added:** once food is prepared, no additional salt added; salt shakers removed from tables, with a substitute available only with doctor's order
- **Low Fat, Low Cholesterol:** limited in total fat, saturated fat and cholesterol; low-fat options of dressings, dairy and egg substitutes included, and red meat portions are limited to 3-ounces
- **Texture Modified:** as part of the National Dysphagia Diet, meats are ground and served with gravy; hard fruits and vegetables, crusty breads or toast, nuts and seeds avoided
- **2-Gram Sodium:** limits high-sodium foods to help prevent or lower high blood pressure
- **Liberalized Renal:** for residents suffering kidney failure; dairy, dry beans and whole grains limited, along with high-potassium fruits and vegetables, while sugar and fat calories encouraged
- **Pureed:** all food pureed to a smooth, pudding-like texture, yet prepared to look like solid food

To learn more about our dining program, schedule a personal visit* or meal for two today!

Available diets vary by community. Please contact a community for details.

*May be subject to certain safety precautions in accordance with the authority having jurisdiction over the community. Please contact us for details.

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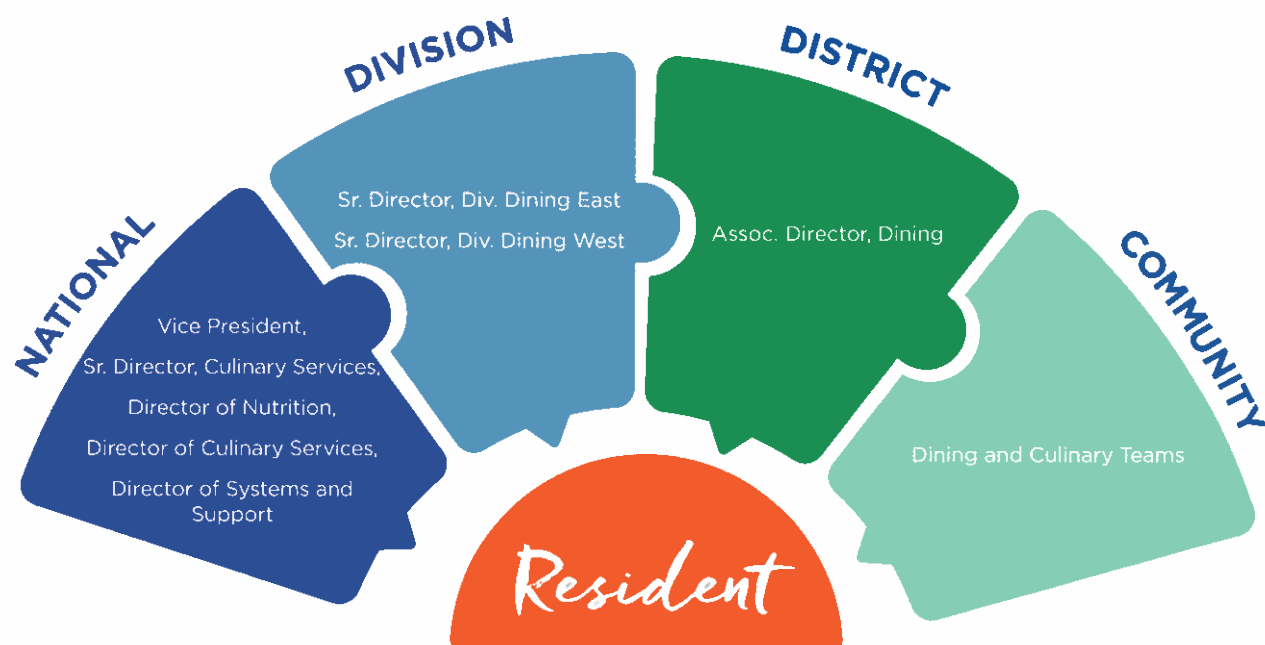
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Resident-Focused Dining and Nutrition Expertise

With nearly 91% of industry operators having five locations or fewer and 71% operating a single community, Brookdale, as the largest operator in senior living, can offer a depth and breadth that many others cannot. We can leverage our size and scale to provide more resources, including dining services and menu options to better serve this special population of older adults.

At every level of our organization, we rely on guidance from experienced dining and nutrition professionals to help promote the health and wellness of our residents. At the community level, teams partner with residents to craft menu options and track food preferences to optimize the individual dining experience. These local teams are supported and guided by district, regional, divisional and national clinical and culinary experts.



Source: NIC Industry Data - Q4 2020

Know a senior who could benefit from Brookdale's approach to dining?

Contact your local Brookdale today!



Healthy Food, Made *For You*

Excellent taste and good nutrition are important to every person we serve, regardless of dietary requirements. We pride ourselves on our exceptional dining, and we offer our residents plenty of choices in their dining experience. We've found that the best way to get the tastiest and most nutritious meals is to start with fresh ingredients and to prepare the items from scratch as frequently as possible. This allows us to offer seasonal and regional favorites whenever possible. Plus, it allows us to get more creative in the kitchen!



Our **Optimum Life® Healthy Dining Options** are abundant in whole grains, lean meats, poultry and fish, with low-fat dairy and a wide variety of fruits and vegetables. Prepared with healthy fats, fresh herbs, spices and other low-sodium seasonings, these menu offerings are designed to meet the unique nutritional needs of older adults. Optimum Life meal choices are higher in potassium, magnesium and fiber, and lower in fat, sodium and added sugar, without sacrificing flavor.

Our **We Say Yes** program empowers our dining associates to say yes to the requests of our residents and their guests. If we aren't able to accommodate the request, instead of saying no, we offer an alternative to meet the needs of the residents.

Regular **Menu Chats** give residents an opportunity to meet directly with their culinary teams to share their menu feedback, ideas and suggestions. We regularly work to incorporate requests and suggestions into menus.

Resident-Suggested Recipes are welcome at many Brookdale communities! If a resident has a favorite recipe, our culinary associates will gladly prepare that dish for every resident to enjoy during mealtime. The resident will even get special recognition on the menu for their recipe.

Our **Brookdale Signature Seasonings** were developed by our registered dietitians and culinary experts and designed to add more flavor to prepared food without adding salt or fat. These seven blends of carefully selected herbs and spices specifically counteract normal sensory loss of taste and smell as we age. Residents use the seasonings to accommodate personal tastes and preferences.

Guiltless Pleasures are portion-controlled desserts that either have no added sugar or are reduced in sugar or sugar free. These dessert options are ideal for anyone with diabetes or on a carbohydrate-controlled diet, as they are lower in calories and fat than regular desserts.

Finally, we support a variety of **Specialized Diets** using modified recipes to meet specific dietary needs. These dietary needs may include carbohydrate-controlled, low sodium, low fat/low cholesterol, texture-modified, pureed and more.

Ready to try a Brookdale meal? Join our table, and come taste for yourself!



The Value of Senior Living

Living expenses add up! See what's included at Brookdale.

	Living at Home Costs	Living at Brookdale
 Rent/Mortgage	\$\$\$	INCLUDED
 Utilities	\$	INCLUDED
 Dining	\$\$	INCLUDED
 Property Taxes & Insurance	\$	INCLUDED
 Home Maintenance	\$	INCLUDED
 Transportation	\$	INCLUDED
 Recreation	\$\$	INCLUDED

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Fabulous meals are just the start.

The dining experience of the people in your care should be more than just the food they eat. It's why we began developing our **Culinary Arts Institute** — an exclusive professional development program designed to enhance the food preparation and presentation skills of our culinary teams.

The Culinary Arts Institute offers integrated, hands-on training, seminars and virtual classroom training, as well as instructional materials, tools and resources, to help our dining teams cultivate menus that are fresh, healthy, beautiful and, most of all, delicious!

From signature spice blends and our Guiltless Pleasures line of desserts to recipes and menus aiming to please the most discriminating of palates, our team of dietitians and culinary experts are devoted to making one of life's simple pleasures — eating good food — a daily joy for all of our residents.





Financial Solutions

Bridge Loan

ElderLife Bridge Loans provide immediate access to funds, so you can pay for senior care until more permanent funding is available.

- Short-term funds up to 12 months
- Borrow between \$5K-\$500K
- Available in as little as 24-hours
- No application fee
- Interest-only payments
- No pre-payment penalties

 **Trusted by over 8,500 families**

How Does it Work?

ElderLife Bridge Loans use a line of credit structure, so you have the flexibility to borrow the amount you need, when you need it. We will send funds directly to more than 3,500 senior living communities nationwide.

The most common Bridge Loan scenarios include:

- Completing the sale of a loved one's home.
- Pending VA benefits application for yourself or a family member.
- Awaiting funds from a long-term care insurance policy.

How Do I Apply?

Applying for a Bridge Loan is as simple as a quick, 15-minute call with one of our financial concierges — or you can start the application process online. The process is complimentary, and there are no upfront fees or costs.

Steps to getting an ElderLife Bridge Loan:

- Understand your family's story.
- Understand your chosen community's monthly cost.
- Create a customized plan for your unique situation.
- Apply and receive funds in as little as 24-hours.

Call or Email to Get Started!

Get free guidance from a financial concierge.
(888) 255-7755
brookdale@elderlifefinancial.com



Financial Solutions

VA Benefits

We can help determine if you meet the four criteria of the VA Aid and Attendance Benefit and your best next steps to submit the application.

Monthly Max Benefit Amounts

Surviving Spouse	\$1,432
Married Veteran (spouse needs care)	\$1,750
Single Veteran	\$2,229
Married Veteran (with care needs)	\$2,642

*Actual benefit amount determined by the VA based on eligibility.

Eligibility Criteria



Military History

Veterans must have served 90 days active duty with 1 day during a period of war. An honorable, general, or medical discharge is required.



Income Considerations

If care expenses exceed income, the maximum benefit will be awarded; most individuals receiving senior care meet this qualification.



Medical Needs

The Veteran or spouse has cognitive or physical impairments that require the assistance of another individual on a regular basis.



Net Worth

The VA considers assets in making its determination; with proper planning most can become eligible.

Find Out if You're Eligible!

Find out if you or your loved one is eligible by taking our 5-minute online survey at
aidandattendance.com



Finding Senior Living

Financial Solutions

The transition to senior living can be a lot to shoulder, emotionally and financially. ElderLife knows that a little bit of support can go a long way for you and your loved one.



Bridge Loan

Immediate funds to pay for care if you are awaiting funds from a home sale, VA benefits, insurance claims or more.



Selling a Home

Work with specialized real estate agents to maximize the value of your home sale.



Long-Term Care Insurance

If you have a LTCi policy, we can help you receive the full amount you are entitled to.



Personal Loans

Personal loans are a good option for immediate access to additional funds.



Veteran Benefits

Qualified Veterans and spouses may receive up to **\$2,642** of additional monthly income.



Reverse Mortgage

If at least one person is staying home, but you need extra funds, a reverse mortgage or HECM could be the answer.



Life Insurance

Instead of letting a life insurance policy lapse, learn how to sell it to pay for senior care.



Tax Deductions

Learn about potential tax deductions that may be available when paying for care.

Check all financial resources that may be available to you:

☐ VA benefits

☐ Sale of home

☐ Social Security

☐ Long-term care insurance

☐ Asset liquidation
(i.e. investments, automobiles, etc.)

☐ 401(k), CDs, stocks, bonds

☐ Reverse mortgage

☐ Life insurance

☐ Medicaid

Get **Free** Guidance
From a Financial
Concierge.



Scan, Call or Email

(888) 255-7755

brookdale@elderlifefinancial.com



Short-Term Financing for *Senior Living*

If you or a loved one requires senior care now but long-term funding is not yet available, an ElderLife Bridge Loan may be able to help. A short-term loan may be able to help you reserve your place in your chosen community whether you're waiting on a home sale to go through, in the process of arranging VA benefits or working toward other financial solutions.

- **Move in right away** — funds may be available within 24 hours
- **Free, no-obligation application**
- **Plus, Brookdale will reimburse interest payments for eligible residents.***

- ▶ To arrange your complimentary, no-obligation consultation with an ElderLife professional, call or email today!

(888) 255-7755

brookdale@elderlifefinancial.com

elderlifefinancial.com/brookdale



*For residents who select an ElderLife Bridge Loan, move into a Brookdale community, request interest reimbursement and provide relevant documentation, Brookdale may provide a monthly credit equal to your monthly bridge loan interest payment for the term of your loan up to a total maximum amount of \$2,000. Not valid for those whose funding is from a government payor. Automatic withdrawal payments required. Not combinable with other offers. Contact community representative for details.

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Your patients want high care standards.
We want to help you *deliver.*

Building on our well-established foundation of **quality care standards**, we listen to our residents and respond to their individual needs with **proven clinical care programs** and attentive care.

Taking a Team Approach

Our interdisciplinary team collaborates to offer personalized care for each resident. Teamwork for resident care helps reduce risks, enhances quality and effectiveness of care and may improve healthcare outcomes. Using our Collaborative Care Review (CCR) meeting, we routinely review resident information, identify needs, design solutions and action plans and communicate plans to key associates.

We address high risk concerns for seniors.

Medication Management

In coordination with resident's primary care physician, we promote proactive monitoring of prescribed medications and intentional reduction or elimination of high risk medications to help decrease adverse drug effects for residents.

Fall Management

We use a systematic approach to recognize risk situations, create a safe environment to avoid falls whenever feasible and implement interventions when necessary.

Skin Management

We monitor residents for early identification of risk factors that may lead to skin breakdown. Our wound care program uses prompt, research-based interventions with the most up-to-date wound care products.

Nutrition Management

We monitor our residents to identify nutrition challenges early, so we can detect potential weight concerns and provide solutions with an appropriate diet plan.

Specialty Nursing Services

We are ready to support those in need of higher levels of care by offering a range of specialty nursing services, including:

- Sliding scale diabetes
- Colostomy/catheter care
- C-Pap/Bi-Pap
- Gastric tubes/J tubes
- Texture-modified diets
- Two-person transfer/mechanical lifts

NOTE: Not all care options are available at all locations. Call for further details.

Focusing on Quality Care Standards

Clinical Insights and Analytics

We monitor key quality measures monthly. We analyze this information to identify ongoing trends, improve resident care outcomes and enrich the quality of care for our residents.