



Bloom Senior Living Continue Mission By Launching New Health Initiative To Fight Influenza

PRESS RELEASE FOR IMMEDIATE RELEASE

Birmingham, Michigan (October 9, 2018) - Bloom Senior Living ("Bloom"), a family-owned and operated provider of Independent Living, Assisted Living and Memory Care throughout the United States for the past 50-years, announced today that it has launched a new health initiative consisting of a comprehensive **Flu Prevention and Response Plan ("Plan")** across its communities in a pro-active effort to better protect its residents and associates from the impact and outbreak of communicable diseases as we enter the influenza season. Through these efforts, Bloom intends to significantly reduce infection, hospitalization and death rates.

Inspired after the principals experienced the challenge of finding the right home for their grandmother when she began suffering from Alzheimer's, Bloom offers a modern, lifestyle approach to healthcare. For nearly 50 years, Bloom's mission has been simple yet aspirational: to help its residents flourish, learn, grow, discover and live longer better. With the average Bloom resident being 83-years old and part of an age cohort that is susceptible to infection and hospitalization, the health and wellness of our residents, as part of Bloom's overall mission, is our number one priority. As you may recall, last year, the Center for Disease Control released an alert notifying the public about the increased influenza activity and forecasted an epidemic level flu season. The flu turned out to be particularly virulent and resulted - for those infected - in an unusually high hospitalization and mortality rate, especially for adults age 65 years and above.

Bloom is therefore continuing its clinical efforts and has implemented a new aggressive Plan, in coordination with its Nursing and Education Teams, designed to provide protection and prevent as many infections as possible for both residents and associates, retrain Bloom associates on effective means of infection prevention, provide education to associates, residents and visitors around their role in preventing an outbreak, provide guidance on how to contain an outbreak efficiently to prevent further infections from occurring and measure our results and success. In other words, as with all Bloom's clinical programs, our approach is multi-pronged and focused upon: (1) prevention, (2) education, (3) tracking and (4) monitoring.

PREVENTION and EDUCATION

As part of the prevention portion of our Plan, all Bloom residents will be requested to obtain vaccinations at onsite Bloom clinics (at each community) during October 2018 at no cost to them. Residents are also able to obtain shots at their physician's offices or other locations. Based upon our experience, we believe a vast majority of Bloom residents will pursue vaccinations. Additionally, Bloom will offer all associates vaccinations at no cost to them. Bloom will document all this.

As part of the education portion of our Plan, all Bloom associates will be required to attend in-service trainings during October 2018, which will further highlight the importance of receiving vaccinations. Bloom will also be communicating with residents, families and associates, by e-mail, social media posts, hosted educational events and visible posters throughout the community regarding various informative guidelines, the components and benefits of the flu campaign, recent information for the 2018-2019 flu season, the importance of flu vaccination, how to identify flu symptoms in the senior population, the necessity of handwashing for all staff and residents and other disinfecting products and protocols, details to prevent and manage the spread of infection / outbreaks, antiviral medical guidelines, and other related information.

TRACKING and MONITORING

As part of the tracking and monitoring portions of our Plan, Bloom will track residents and associates who have, and have not, been vaccinated. Bloom will also monitor the occurrences of influenza and intervention.

Bloom is committed to mitigating the effects of the flu and investing in the well-being of its residents and associates.