

Premier Bluffton, South Carolina Family Owned & Operated Independent Living And Memory Care Community Joins The Bloom Senior Living Family And Recruits Nationally Recognized Executive Director



Bloom at Belfair, formerly Riverside at Belfair and Belfair Gardens, completed a name change and is now part of the Bloom Senior Living community, as well as, recruited nationally recognized industry veteran Jeffrey Eads as the new Executive Director.

Bloom at Belfair is a family-owned and operated independent living, independent living plus and memory care establishment. The memory care, which is the largest Alzheimer's and dementia care program in South Carolina, has received national attention for its one-of-a-kind Town Square theme (representing Main Street America reminiscent of the 1940's) and Deficiency Free Survey (from the State of South Carolina). Bloom at Belfair's personalized service and superior care enable residents to enjoy the privacy of home, combined with the security and convenience of assistance and a maintenance-free environment. This is provided in a vibrant and intimate setting, located on a private, 6-acre plot, off U.S. 278, in the heart of Bluffton, South Carolina.

Bloom Senior Living has nearly 50 years of experience as a family company, owning and operating senior living communities.



There is both a touching family story and a caring resident focus behind Bloom. The Bloom model is both personal and heartfelt. The approach stems from the company's history. Founder Richard Tischler, a hard-working family man who still comes to the office five days a week at age 98, built a nursing home business with support from his late wife Ruth, who later suffered from Alzheimer's. Inspired after Ruth's family experienced the challenges of finding the right home for their grandmother when she began suffering from dementia, Bloom's approach to care is both from the perspective of an operator and family member. Bloom offers a modern, lifestyle approach to healthcare that caters to the needs of each

individual. With Richard's sons and three grandsons growing and efficiently operating the family's senior housing portfolio, they are intimately involved in operations ensuring families and residents find the type of residential experience, exceptional care, top-flight customer services experience and peace of mind they sought when Ruth became ill.

But, even more than offering safety and security, Bloom's mission is to do more. Over the past year, Bloom



began an exercise that took a 360-degree view of the company, its communities and its residents, synthesizing key insights -- from its decades of experience -- to help establish what makes its approach unlike other senior living providers. From a company standpoint, Bloom is proud that its communities are family-owned and operated – and they feel like it. At the heart of Bloom’s mission, values and culture is Ruth and Richard, the company’s “Chief Inspiration Officers,” who inspires Bloom to serve others and improve lives by caring for residents like they are family. From the resident’s (and their family’s) standpoint, Bloom believes they are longing for more than the promises of safety, comfort, convenience and quality of life. With that in mind, Bloom approached the name change with the belief that those basic needs are expected and not enough. At this stage, life is about more: self-actualization by continual learning, growing and changing. Accordingly, Bloom decided to rename the communities “Bloom” to reflect its operating philosophy. For nearly fifty years, Bloom’s goal has been simple yet aspirational: to help its residents flourish. Entering a Bloom community does not mean checking your lifestyle or personality at the door. Residents continue to live life to its fullest potential, enjoying their favorite activities while discovering new ones, and blooming into their best selves through growth and discovery. Bloom is about creating a living environment where residents are given the tools, resources and encouragement to flourish.



As part of this process and consistent with Bloom’s vision, Bloom at Belfair recruited nationally recognized industry veteran Jeffrey Eads as the new Executive Director to enhance the lives of residents and make Bloom at Belfair an even better home. With nearly two decades of leadership experience in healthcare administration, Jeff shares Bloom’s high standards, passion and vision.

Bloom at Belfair now joins Bloom at Bluffton and Bloom at Hilton Head (assisted living and memory care communities in Bluffton and Hilton Head, respectively) as a new Bloom community. With 246 units in the Bluffton and Hilton Head market, Bloom Senior Living offers families a wide range of services and affordable choices to meet residents’ needs throughout the region, including independent living, independent living plus, assisted living and memory care.

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