



***Bloom Senior Living's Family Ownership Matter Events Draw Hundreds Of Seniors & Local Leaders To Collaborate!***

PRESS RELEASE <sup>[1]</sup><sub>[SEP]</sub> FOR IMMEDIATE RELEASE

**Bluffton and Hilton Head, SC**, Jan. 29, 2019 - Bloom Senior Living, along with hundreds of local health care leaders, Bloom residents and families and other area seniors, gathered last week in Bluffton and Hilton Head, South Carolina to discuss why family ownership matters in Senior Living and how leadership can work collaboratively in order to carry out Bloom's aspirational and broader mission of helping all seniors of the Lowcountry bloom and flourish.

Bloom put together, and hosted, seven group "*Family Ownership Matters*" events from January 21 - January 23 at a variety of neighboring venues throughout Bluffton and Hilton Head Island, including Memory Matters, Truffles Cafe, The Cottage, Calhoun Street Tavern and Bloom's three communities: Bloom at Belfair, Bloom at Bluffton and Bloom at Hilton Head, which were attended by the Bloom owners, Bloom's local leadership, the local churches and clergy, home care and hospice companies, financial planners and estate attorneys, and various nurse and physician practice groups; and intentionally designed to foster thought provoking discussions and alliances. The events were a tremendous success and covered by the local media and networks.

The groups not only discussed Bloom's unique, family-based approach to Senior Living but, at Bloom's urging, something larger and broader than Bloom - how we should start approaching and thinking about senior care differently.

In 2008, Bloom shifted the focus of its family business from Skilled Nursing to Senior Living (Independent Living, Assisted Living and Memory Care) inspired by the Bloom owners' challenge of finding the right home for their grandmother when she was diagnosed with Alzheimer's. Bloom aspired to create a more modern, lifestyle approach to healthcare - by making its communities feel more like home but provide an environment where residents can bloom, learn, grow and flourish. The Lowcountry is where it all began for Bloom. Bloom at Belfair, an Independent Living and Memory Care community behind Belfair Towne Village in Bluffton, was the first acquisition for the cousin and two brothers in 2010. After the Bloom owners added Bloom at Hilton Head and Bloom at Bluffton, in Bluffton and Hilton Head, to the portfolio a few years later in order to add Assisted Living and create a full continuum of care, the company owners embarked on a multi-year, multi-step and multi-million dollar industry changing plan focused upon its history and evolution, mission, core values, branding, culture, customer and operational service, and education.

Bradley Dubin, one of Bloom's owners who presented to the groups over the course of two days, indicated that "by putting all these little pieces of our plan together over the years, we believe, with our family ownership intimately involved, that we can do so much more than offer functional benefits to our senior adults, because while comfort, safety, security and convenience are all important - they're not nearly enough. We can, and should, aspire to do so much more - we should be creating environments where seniors can flourish." Mr. Dubin urged the local community professionals to "join its mission and help Bloom help its residents, and other area seniors, bloom, learn, grow and flourish!" Mr. Dubin indicated "each of the local professionals Bloom met with can do its part in this process in conjunction with Bloom - whether it be spiritual well being, customized wellness or helping seniors conserve resources as our residents live longer and better."

Bloom's Director of Education & Development, Melissa Campbell, gave the groups a preview of Bloom's new training program set to launch in 2019, called Bloom U, and described how "Bloom's mission and culture are part of the fabric of the company and incorporated into every aspect of training." She added that "Bloom's Director of Professional Services, Jeff Pogozelski, along with Bloom's on-site executive leadership, Eric Fennell, Tiffany Bazen and Cathy Kilmer, will continue to work with local leaders in the coming weeks and months in order build upon the dialogue, momentum and buzz created by these events."