



CELEBRATING  
65 YEARS

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## **Aviv Center for Living finalizes plans for \$35 million expansion development**

January 06, 2011 - Owners Developers & Managers

Stephen Neff, president and chief executive officer of Aviv Centers for Living including the Jewish Rehabilitation Center, Shapiro-Rudolph Adult Day Center, Swampscott; Woodbridge Assisted Living, Peabody; Aviv HomeCare and Geriatric Care Management; finalized an expansion plan at its 65th annual meeting at Kernwood Country Club in Salem.

"It seemed like the ideal moment to unveil our plans to provide excellent care for seniors for the next 65 years as we celebrated 65 years of creating delight for seniors," said Neff. Aviv Centers for Living will move all its operations to 240 Lynnfield St. where the creation of one campus will support a broad continuum of care and offer centralized healthcare and administration in one location.

The new building will be a health center which will house skilled nursing for short-term rehabilitation and long-term care, adult day center, assisted living, home care and geriatric care management. Aviv will model the very best in restorative care, providing the highest level of rehabilitative services for complex medical conditions, so that seniors may be strengthened to return to their homes whenever possible.

Highlights of the expansion project include childcare and intergenerational learning, a kosher bistro, a Center for Life-long learning and specialty programs in the sub-acute unit. Groundbreaking for the \$35 million construction project will take place in the first quarter of 2011.

"Beyond our promise of excellent care, our plans also call for childcare and intergenerational learning, immersion in history, and stimulating cultural exchanges for our seniors, fueled by innovative programming and advanced technology. We also propose that the Jewish Historical Society will have a home in the Aviv Expansion, so that together we may educate and enrich the lives of our residents and the community at large. Aviv is positioned to make a significant contribution to the future of healthcare for seniors, through the quality of our medical services and cultural programming," says Neff.

The Jewish Convalescent Home began in 1945, as a not-for-profit home for aged members of the Jewish community. To meet growing and changing needs, the Jewish Rehabilitation Center for the Aged of the North Shore (JRC) opened its doors in Swampscott in 1972. In 1982, the Shapiro-Rudolph Adult Day Center was dedicated and welcomed 18 participants. In 1997, Woodbridge Assisted Living opened its doors with 82 apartments on 19 wooded acres in Peabody. The Legacy at Woodbridge opened in 2006, offering apartments for individuals with memory loss. In 2007, the Jewish Rehabilitation Centers for Living (JRCL) was formed as a not-for-profit, parent company to the JRC, Woodbridge and the Charitable Foundation. Home care was added in 2008, to offer seniors additional personal or skilled care services in their homes. Geriatric Care Management was added in 2009 to help families and seniors. Aviv Centers for Living now serves over 400 seniors daily with its full continuum of eldercare services. The expansion plan will allow Aviv to service more

seniors on a daily basis with a focus on creating delight.

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