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Pro Con begins Aviv Centers for Living expansion project; Waldfogel Health Center

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Construction has begun on Aviv Centers for Living (Aviv) \$35 million expansion project. Aviv, a senior care provider for over 66 years based on the North Shore, operates the Jewish Rehabilitation Center and the Shapiro Rudolph Adult Day Health Center in Swampscott and Woodbridge Assisted Living in Peabody. The expansion will centralize operations on the Peabody campus and create a seamless continuum of care including assisted living, skilled nursing, adult day health, a full spectrum of rehabilitation services, homecare, and geriatric care management.

Along with building the Waldfogel Health Center, a 124,000 s/f, 4-story facility, the expansion will create over 300 construction jobs and a surge of economic activity in the area. Officials note the healthcare economic impact multiplier is generally three for a total local economic impact of over \$100 million.

Peabody's mayor Michael Bonfanti was smiling widely earlier this summer when addressing the room of business and community leaders at Aviv's groundbreaking ceremony. He is excited not only about the economic development for the city but for the positive impact Aviv will have on the community. "I absolutely believe a society is judged by how well it treats its children and seniors, and what I see here is good quality care for our seniors," said Bonfanti.

After years of studies and strategic planning, leadership at Aviv chose to build on the Peabody campus. "A state-of-the-art continuum of care for seniors fits beautifully with all the other health care development on the I-95/Rte. 128 corridor, including hospital expansion, new out-patient centers, surgery centers, pediatrics and physician practices," said Stephen Neff, Aviv president and CEO.

Aviv's household design follows a new trend in care delivery that emphasizes the de-institutionalization of care with high staff-to-resident ratios, community spaces and a neighborly atmosphere.

The new facility will offer:

- * 144 bed design featuring nine households. Each household will be comprised of 12 private and 2 semi-private rooms.
- * Alzheimer's and memory care
- * Sub-acute care
- * Post-acute services
- * Specialty programs, to include fast track orthopedic, cardiac reconditioning, and pulmonary disease rehabilitation.
- * Advanced skilled nursing services
- * Early learning center
- * Lifelong learning center
- * Memory center honoring North Shore's Jewish history

- * Large dedicated gym space with state of the art equipment, private treatment rooms and a functional living apartment
- * Integrated nurse call, wander management, security and entertainment systems
- * Community support provided for those who choose to remain in their own homes
- * Transportation will be available from many communities
- * Expanded parking with complimentary valet service

A \$1 million gift from the Morton and Lillian Waldfogel Charitable Foundation will be used to name the new senior facility. "I know there is a need for such a facility. It's the perfect fit for our foundation," said Peter Waldfogel in an interview with the Boston Globe.

The Waldfogel Health Center is slated to open in fall 2012.

Aviv's campus development team includes Pro Con Inc., KDA Architects, Koningisor, Luciano & Associates, Inc. and Lancaster Pollard.

Shown (from left) are: Joseph Scanlon, architect, KDA; Tom Haubrich, project manager, Pro Con; Kim Richardson, CFO, Aviv; Jeff Gopen, executive director, JRC; Gary Kanalstein, KDA, principal; Dan Dal Pra, sr. VP, Pro Con; Matt Weinstock, COO, Aviv; Stephen Neff, president/CEO, Aviv; Andrew Katz, chairman of the board, Aviv; David Danton, principal, KDA; Robert Carter, project engineer, H.W. Moore Associates Inc.; and David Bannard, borrower's counsel, Foley & Lardner.

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