



100 Years of Collective Senior Care Leadership Serving the Lowcountry

PRESS RELEASE FOR IMMEDIATE RELEASE

Bluffton, SC (January 25, 2016) - **Bloom Senior Living**, a family-owned and operated company with nearly 50 years of senior care experience, announced today that the new Executive Director management team overseeing its Bluffton and Hilton Head South Carolina Independent Living, Assisted Living and Memory Care communities, **Bloom at Bluffton**, **Bloom at Hilton Head** and **Bloom at Belfair**, offer over 100 years of collective senior care expertise and experience, which will serve as an invaluable resource for all families and residents in the Lowcountry.

Bloom has been family-owned since 1965 and was inspired after the principal experienced the challenge of finding the right home for their grandmother when she began suffering from Alzheimer's. Bloom is committed to offering a modern, lifestyle approach to healthcare that caters to the needs of each individual. Entering a Bloom community does not mean checking your lifestyle or personality at the door. For nearly 50 years, Bloom's mission has been simple yet aspirational: to help its residents flourish. Residents continue living full lives, by enjoying their favorite activities while discovering new ones, and blooming into their best selves through learning, growth and discovery.

"Led by Bloom's Chief Operating Officer, Benjamin Pearce, who is a 30-year industry veteran, Johns Hopkins University and New York University professor and award-winning author of *Senior Living Communities: Operations Management and Marketing for Assisted Living, Congregate and Continuing Care Retirement Communities*, the new South Carolina management team is just another step in Bloom's multi-year and multi-step process to be the provider of choice in the Lowcountry focused upon culture, customer service, training, innovation, resident centered health care and operations, which will help our residents flourish" reports Scott Kantor, a Bloom owner.

With this mission in mind, Bloom handpicked its new Executive Director leadership team at the helm of its three South Carolina communities. They have a long and outstanding track record in the healthcare industry overseeing individual and multi-site senior care communities for both private and publicly traded regional and national senior living providers, as well as, decades of clinical experience. Over their illustrious career, this team has worked in the fields of obstetrics, gynecology, long-term care and assisted living including Alzheimer's and dementia; served on various assisted living executive boards; led nursing departments as a licensed nurse; and received received various awards and recognitions from national senior living providers regarding performance and customer satisfaction.

The new leadership team shares Bloom's high standards, core values and passion; and will continue to further Bloom's vision of being the best in class provider. Each director has been selected not only for their expertise and experience, but for what is in their hearts. They each share their own, unique personal story -- like the Bloom owners -- as to why they so passionately dedicate their lives to our seniors.

Bloom's primary goal is to advocate for seniors and their families by guiding them through the care delivery matrix and help them determine the best possible, and most cost effective, combination of services and care, as well as, help our seniors stay living, as independently as possible, in their own familiar home environment. With 250-units in the Bluffton and Hilton Head market offering various Lifestyle Options including Independent Living, Assisted Living and Memory Care, coupled with a management team with multi-decades of expertise and experience, Bloom remains committed to offering its families a wide range of services and choices to meet their needs throughout the region, as well as, a strong network to guide them through the process.