

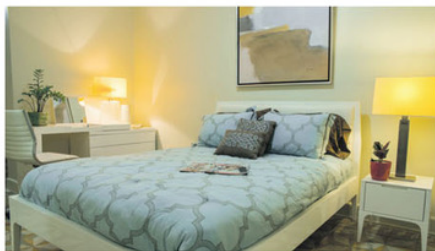
Insignia Senior Living Provides Ultimate Assisted Living Experience for Seniors

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Some may consider the concept of an assisted living facility as a euphemism for terms such as a home for the elderly or an old folk's home, which can conjure up images of places where "old people" are practically housed to wait out the later years of their lives. However, for some five years, Insignia Health, an entirely local company, has revolutionized the concept of assisted living for seniors in Puerto Rico and the continental U.S., with facilities that provide services and amenities that recognize that far from the beginning of the end, elderly people are in a stage of life that can be as fulfilling and productive as any other.

"We see our mission as assisting our residents to live in a safe and joyful environment in this stage in their lives," said Milton L. Cruz, founder & chief executive officer at Insignia Senior Living. "We are a family enterprise, and that family spirit pervades with all professionals who work in our facilities."

Insignia Senior Living, founded in 2003, has three operations in Puerto Rico: The Residence in San Juan's Puerto Nuevo sector, Villa Serena in Guaynabo and Miramar Living in San Juan's Miramar community, all of which, far from what one would expect from homes for elderly people, include an elegant and contemporary design and feel more akin to being a hotel or an apartment complex. The rooms,



which are more like suites, have walk-in closets and bathrooms that are as comfortable as they are safe, and capabilities for installing a television, telephone, and refrigerator. The facilities

have restaurant-style dining rooms, recreational areas and beauty salons, among other amenities and services. A staff of professionals, including geriatricians, nurses, chefs, social

Insignia Senior Living is committed to a constant search for ways to improve and add to its services for residents at all its facilities. With this in mind, Gardens of Roswell, an Insignia Senior living community in Alpharetta, Ga., joined the Georgia State University's Institute of Gerontology in a research project looking for ways to improve quality of life for caregivers and residents through collaborative care partnerships. The project is funded by the National Institute on Aging, part of the National Institutes of Health. Gar-

"You could say we are a long-term-player organization and our mission is to help elderly people live fulfilling lives. Participating in this type of research is part of that, which adds to our mission," Ortiz Rosso said. "Through this research, learning how residents take care of themselves, and how caregivers such as family and friends take care of them, provides us new ways to support caregivers, and thus the residents themselves."

As part of the study, researchers will visit Gardens of Roswell on a weekly basis, for a period of two years, and engage in informal talks with residents, family, friends and employees, as well as participate in activities that are part of the community's daily life. This is the second university that Insignia Senior Living has become a partners with, the first being Mercer University in Macon, Ga. Through this partnership, students from Mercer University's College of Nursing completed their rotations at Insignia Senior Living communities as part of their education.

Besides the three residences in Puerto Rico, Insignia Senior Living owns and operates six facilities in the U.S. state of Georgia. Overall, the company has 300 employees, 100 of whom are in Puerto Rico.

"We are proud that as a Puerto Rican company, we have exported our services to the mainland U.S.," Cruz said, adding that the company plans to expand further in the U.S. southeast as well as into Latin America. ■

workers, psychologists and life enrichment directors, backs these services.

"We actually witness the improvement in the quality of life that our residents experience," said Cruz, who co-founded the company with his wife Aileen Rosso, who is president of Insignia Senior Living. "It's a world of a difference from sitting alone at home watching TV all day, to living in a vibrant community where there is social interaction and activities that add to your quality of life."

Carolina Ortiz-Rosso, Insignia Senior Living director of marketing & digital media, who is part of the second generation at the company, added that

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dens of Roswell is one of eight assisted-living communities selected to participate in this project.