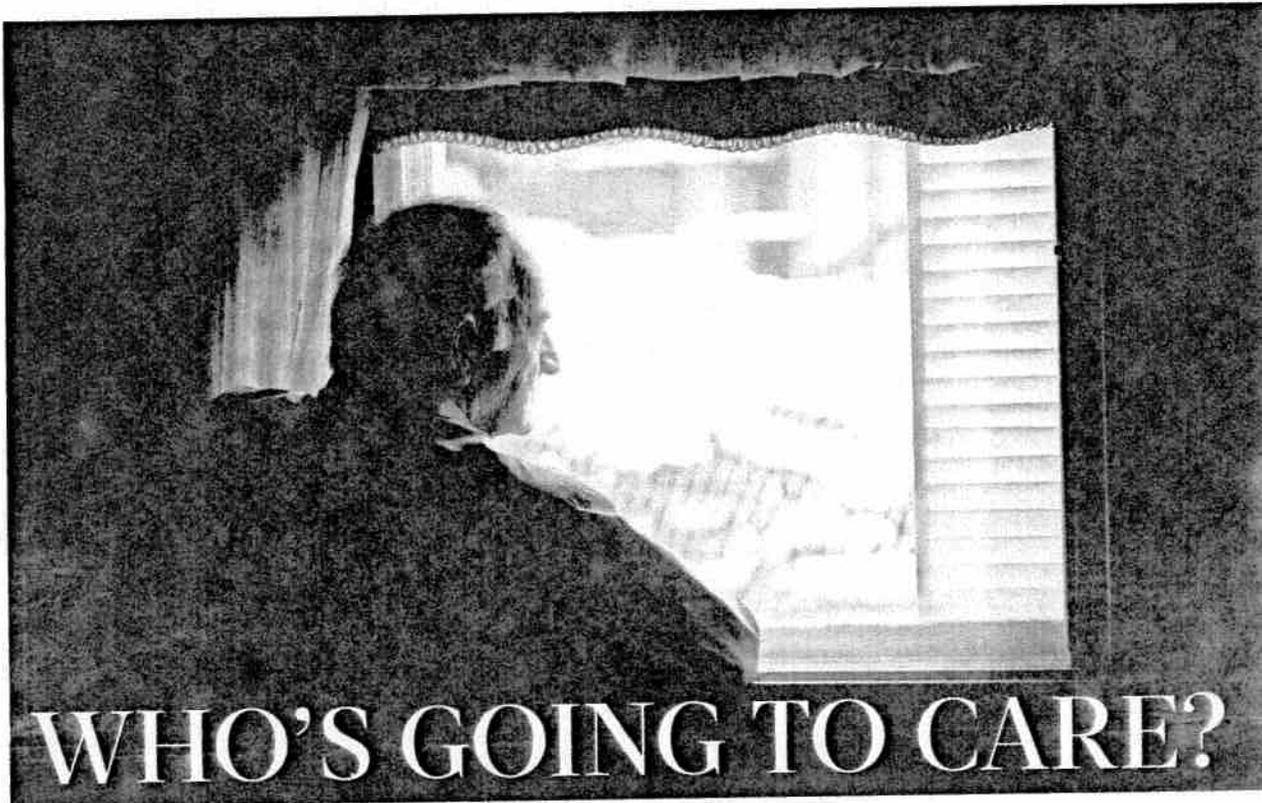


FOCUS: HEALTH CARE — SENIOR CARE



WHO'S GOING TO CARE?

Number of seniors to grow exponentially as population ages

BY MATT STROUD
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It's been said Allegheny County has the second-oldest population in the country, next only to somewhere in Florida — where the rest of elderly Allegheny County residents go to retire.

Turns out it's not true.

In 1995, Allegheny County was one of the oldest counties in the nation, said Dr. Richard Schulz, director of the University of Pittsburgh's University Center for Social and Urban Research and its gerontology program. But since then, he said, the county has seen a decline in the number of seniors who reside here.

"The idea that we're the second oldest county in the country — that's a myth," he said.

"But," he conceded, "we still have a lot of old people. And that fact will play — now and in the next 30 years or so — a large role in the community and

"This is going to be a major challenge — not only for Allegheny County, but for the country as a whole. I mean, who's going to provide that care? As of this point, we're really not sure."

DR. RICHARD SCHULZ,
Director, Pitt's University Center for Social and Urban Research

in how that community grows."

Within Allegheny County, the percentage of people age 65 and over is expected to rise by 52 percent between 2010 and 2050, according to a 2014 report entitled "The State of Aging in Allegheny County" by The University of Pittsburgh Urban Center for Social and Urban Research.

The number of people 100 years old or over also is expected to jump significantly, from 301 in 2010 to 1,328 in

2050, the report said.

Whether it's living with dementia or other age-related ailments such as arthritis, osteoporosis, and hearing loss, caring for aging seniors is one of the most significant issues many Allegheny County residents will face in coming years.

"The number of seniors is definitely going to increase over the next 25 or 30 years," Schulz said. "We'll see increasing proportions of seniors, and those seniors will be older with more disabilities. Demand for personal care is thus going to increase in the region. There's no doubt about that."

With those in need of care within the elderly population on the rise, some are working to stay ahead of the curve.

After selling his former company, Ross Township based ClearCount Medical Solutions Inc., David Palmer acquired The Care Registry in 2014.

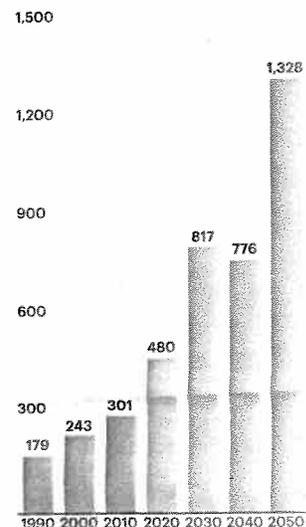
Based in Squirrel Hill, the goal of

CONTINUED ON PAGE 14

BY THE NUMBERS

CENTENARIANS

The anticipated number of people age 100+ residing in Allegheny County



UCSUR/PITTSBURGH REMI MODEL

A HELP-ING HAND: Program helps reduce delirium in elderly patients 18

FOCUS: HEALTH CARE — SENIOR CARE

CONTINUED FROM PAGE 13

The Care Registry, according to Palmer, is to allow seniors to remain at home as long as possible — and assist caregivers who want to help that happen.

"I personally saw the need for this type of care," he said.

Both of Palmer's parents are in their 80s, he said, and a number of his friends and acquaintances have parents that are going through situations that require home-based care.

"I really wanted to participate from a personal perspective as well as from a business perspective," he said. "It's difficult to call this a boom, but that's what we're looking at in the next few years."

As those seniors age, Palmer said, the primary concern for most families is cost.

In the Pittsburgh region, nursing-home care can cost as much as \$350 per day, according to The American Elder Care Research Organization. Home health care costs as much as \$24 per hour. Assisted living can cost in excess of \$209 per day, while adult day care can be as much as \$82 per day.

Many families just don't have the funds to send an elderly loved one to an assisted living or nursing facility full time, so they look to companies such as The Care Registry to provide in-home care. That care doesn't need to last 24 hours a day, or even the entirety of a typical eight-hour work day.

"We can just drop by for a few hours — long enough to allow the primary caregiver to get out, get away, do some of the



JOE WOJCIK

David Palmer, president and CEO of The Care Registry, saw an opportunity in the growing elder care market and is helping seniors stay at home as long as possible.

things they need to do — shop, work or play a round of golf," Palmer said. "Really, because we're not having to add all the facility costs and overhead associated with either running a long-term care facility or a hospital, we're able to work with the families within a reasonable budget."

Beyond cost, Palmer said he finds seniors with dementia just seem to be happier when they know the people caring for them.

"In general, dementia patients — and seniors in general — seem to do better

when you're not asking them to change their environment," Palmer said. "They want things to be familiar."

This is consistent with what Pitt's Urban Center for Social and Urban Research found. As part of its report, a survey of more than 1,000 Allegheny County residents aged 55 and older were contacted and asked about their own lives and those of family members who were getting up in years.

The survey found people want to stay at

BY THE NUMBERS

ELDER CARE

Average cost in Pittsburgh

\$253

The average cost of nursing home care per day

\$22

The average cost of home health care per hour

\$102

The average cost of assisted living per day

\$60

The average cost of adult day care per day
AMERICAN ELDER CARE RESEARCH ORGANIZATION

home as long as possible — and that family members are essential to that process.

"Without the care and support provided by relatives and friends, it would be difficult and often impossible for persons with illness and disability to remain in the community," the report said.

It found that about a fifth of respondents help a loved one with simple tasks such as eating or bathing, or routine tasks such as household chores or managing money. As much as 7 percent provide both kinds of help.

The people providing care are often

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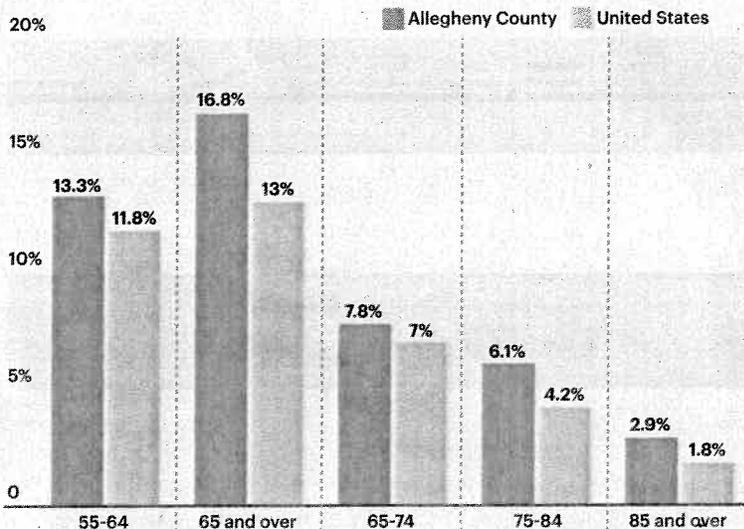
PITTSBURGH BUSINESS TIMES

FOCUS: HEALTH CARE — SENIOR CARE

CLOSER LOOK

OLDER IN ALLEGHENY

The percentage of people over 55 in Allegheny County trends above the U.S. average.



CENSUS 2010 SUMMARY FILE 1

between 55 and 64. That means these folks also are likely to be members of the workforce, and need to take care of both caregiving demands and whatever responsibilities they have in the workplace. That's a big deal — particularly considering the study found caregivers who provide both personal and routine care spend an average of 35.5 hours per week caring for loved ones.

"That's like having two full-time jobs. Most people don't think of it that way, and don't look for help to try and manage that second 'job,'" said Mildred E. Morrison, Deputy Director of Allegheny County's Area Agency on Aging. That can quickly become an issue, she said.

The county provides a number of services for people in this situation — from providing social workers to help families plan for the future to finding someone who can simply drop by for a few hours during the week to help older residents bathe, make meals and take care of other day-to-day tasks.

Morrison said the county helps as many as 7,000 people. About 2,100 of those are supported through Medicaid, while the rest receive help through the commonwealth's lottery system.

Most people who go through the county pay less than \$50 per month for about four hours per week of home-care service, she said.

For those who want to arrange a more structured environment for their older loved ones, there also are options such as those offered by Presbyterian SeniorCare.

Headquartered in Oakmont, Presbyterian SeniorCare offers services crossing the senior care gamut, including senior living communities, at-home services, affordable housing for people living on their own, and management and consulting services for families and caregivers. In all, it encompasses 35 communities in eight counties throughout the region.

Lisa Fischetti was chief of staff at the Pittsburgh Public Schools for seven years before joining Presbyterian SeniorCare as its communications director in 2013. The reason for the switch, she said, was personal.

Her dad was diagnosed with dementia, and she was his caregiver. That caused her to think about how people deal with senior issues — "and it's the reason why I

ended up here," she said. Her father died in 2011.

While acknowledging the already great demand for senior care in the region, Fischetti stressed the issue facing professionals is going to be how to take care of all the people who are going to need it in the next 20 to 30 years.

"This is a huge issue," she said. "For (Presbyterian SeniorCare), as we look forward, we have to start making it a little more sexy for young people to think about having a career in long-term care. 'Cause who goes to college and says, 'I want to work in long-term care?' Nobody. And that needs to change. We need to make that be a career path that is sought after and honored. Otherwise, we're going to have a work shortage."

The University of Pittsburgh's Schulz agrees.

"There is going to be an increase in the number of people who need care, and the assumption is that the family caregivers available to provide that care will increase as well," he said. "But there are a number of problems with this, the biggest of which is that as the Baby Boomers move into old age ... they had considerably fewer children than the current group of (seniors). So the potential availability of caregivers is going to decrease exactly when the population of older people is going to increase."

"This is going to be a major challenge — not only for Allegheny County, but for the country as a whole," he continued. "I mean, who's going to provide that care? As of this point, we're really not sure."



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ELDER CARE PROVIDERS

RANKED BY NUMBER OF BEDS/UNITS

JUST MISSED

Company	Beds/units
21 Westmoreland Manor	408
22 Communicare Health Services (Baldwin Health Center/Wexford Healthcare Center)	362
22 Transitions Healthcare	343
24 Washington County Health Center	286
25 LifeCare Hospitals of Pittsburgh	283
26 Southwestern Group Ltd.	279
26 Jewish Association on Aging	279
28 Fundamental Long Term Care Cos.	277
29 Consulate Health Care	273
30 Southwestern Veterans Center	238
31 Sunnyview Nursing & Rehabilitation Center	220
32 Sava Senior Care dba North Hills/West Hills Health Rehabilitation Center	205

19,831

Number of beds/units at the top 20 elder care providers on The List.

5,716

Number of independent living beds/units at the top 20 elder care providers on The List. (Includes only those that provided this information.)

ABOUT THE LIST
Information on The List was supplied by individual companies' representatives through questionnaires and could not be independently verified by the Pittsburgh Business Times. Ranking data is from facility operators or the Pennsylvania Department of Health. In case of ties companies are listed alphabetically. St. Barnabas Health System, which would rank among the largest regional elder care providers, is not listed. The system has not provided updated ranking criteria for more than two years.

Business name Website	Address Phone	Beds/units in local area ¹	Independent beds/units ²	Local facilities	Local employees	Type of facility	Owner	Top local executive(s)
1 Presbyterian SeniorCare srccare.org	1215 Hulston Rd. Dallastown, PA 15139 412-828-5600	3,112	2,229	42	1,421	Nonprofit	Presbyterian SeniorCare	Paul Winkler; James Pfeiffer
2 UPMC Senior Communities Inc. upmcseini.com	200 Lehigh St. Forbes Tower #10055 Pittsburgh, PA 15213 412-864-3319	2,721	1,127	20	1,772	Nonprofit	UPMC	Deborah Brodine
3 Concordia Lutheran Ministries www.concordia.org	134 Marwood Rd. Cabot, PA 16023 724-392-1571	1,749	453	15	NA	Nonprofit	Concordia Lutheran Ministries	Keith Fridak
4 HCR ManorCare hcr-manorcare.com	333 N. Summit St. Toledo, OH 43604 419-252-5500	1,612	NA	9	NA	Profit	HCR Manor Center	Denise Curry
5 Lutheran SeniorLife lutheranseniorlife.org	191 Scharberry Ln. Mars, PA 16046 724-776-1100	1,417	750	21	1,500	Nonprofit	Lutheran SeniorLife	David Fenoglio, david.fenoglio@lutheranseniorlife.org
6 Grane Healthcare grane.com	209 Sigma Dr. Pittsburgh, PA 15238 412-963-0700	1,144	NA	10	NA	Profit	Grane Healthcare	NA
7 John J. Kane Regional Centers kaneccare.org	955 Rivermont Dr. Pittsburgh, PA 15207 412-422-6800	1,124	NA	4	NA	Government	Allegheny County	Gwen Bronson, gbronson@county.allegheny.pa.us; Dennis Brondo, dbrondo@alleghenycounty.us
8 Integracare Corp. integracare.com	6600 Brooktree Ct. #1000 Wexford, PA 15090 724-940-5544	699 ³	NA	3	NA	Profit	Richard Irwin and Loriann Putzier	Richard Irwin, rirwin@integracare.com; Loriann Putzier, lputzier@integracare.com
9 Baptist Homes Society baptisthomesociety.org	489 Castle Shannon Blvd. Pittsburgh, PA 15234 412-563-6550	680	357	2	597	Nonprofit	Baptist Homes Society	Alvin Allison, aallison@baptisthomes.org
10 Quality Life Services qualityliveservices.com	151 Goodview Dr. Apollo, PA 15613 724-727-3451	605	NA	6	NA	Profit	Quality Life Services	NA
11 Brighton Rehabilitation and Wellness Center friendshipridge.org	246 Friendship Cir. Beaver, PA 15009 724-775-7100	589	NA	1	NA	Profit	Comprehensive HealthCare Management	Paul Zlotolow, pzlotolow@friendshipridge.org
12 Golden Living goldenlivingcenters.com	300 Penn Coyler Blvd #500 Pittsburgh, PA 15235 412-824-3397	585	NA	5	NA	Profit	Golden Living Centers	NA
13 Vincentian Collaborative System vcs.org	8750 Babcock Blvd Pittsburgh, PA 15237 412-639-9900	536	64	3	789	Nonprofit	Sisters of Charity of Nazareth	Raymond Washburn, rwashburn@vcs.org; Karen Rutzler, krutzler@vcs.org
14 Country Meadows of South Hills countrymeadows.com	3560-3590 Washington Pl. Bridgeville, PA 15014 412-237-4381	520 ³	NA	5 ³	NA	Profit	Country Meadows	Caroline Bercosky, Suzanne Keddie
15 Redstone Highlands redstonehighlands.org	126 Mathews St. #2800 Greensburg, PA 15601 724-837-8402	500	291	3	505	Nonprofit	Redstone Presbyterian SeniorCare	John Dickson, j.dickson@redstonehighlands.org
16 United Methodist Services for the Aging/Asbury Heights www.asburyheights.org	700 Bower Hill Rd. Pittsburgh, PA 15243 412-341-1139	482	173	2	290	Nonprofit	United Methodist Services for the Aging	John Zannotti, jzannotti@asburyheights.org
17 CareRite Centers LLC careritecenters.com	6455 Frankstown Ave. Pittsburgh, PA 15206 412-663-3232	462	NA	NA	NA	Profit	CareRite Centers LLC	NA
18 Masonic Village at Sewickley masonicvillages.org	1000 Masonic Dr. Sewickley, PA 15143 412-749-6852	460	222	1	315	Nonprofit	Grand Lodge of Pennsylvania	Eric Gross, egross@masonicvillages.org
19 Five Star Quality Care Inc. 5scare.com	400 Centre St. Newton, MA 02458 617-586-0308	423 ³	NA	4	NA	Profit	Five Star Quality Care Inc.	NA
20 Reliant Senior Care reliantsc.com	749 Klaus Dr. North Huntingdon, PA 15642 724-863-4374	416	NA	4	NA	Profit	Reliant Senior Care	NA

¹ In some cases, for national firms, the address listed is the largest local facility.
² A single independent living dwelling is counted as one unit, regardless of how many bedrooms in the unit

³ Did not respond by deadline. Data is from last year's list.
⁴ Formerly Friendship Ridge