

Heritage Senior Living: Building Communities within Communities

Building a strong rapport within the local community is at the heart of Heritage Senior Living's mission. Heritage Senior Living (HSL), LLC, develops and manages senior living communities throughout the mid-Atlantic region. Each community is unique and offers services including Independent Living, Personal Care and Assisted Living, Memory Care and Home Care.

Through an engaged, hands-on management approach, HSL ensures all seniors receive the compassionate care they deserve, and employees are educated and motivated to provide an exceptional environment for all residents to thrive.

"We want our communities to be a place where residents love to live and employees enjoy coming to work every day," said Executive Vice President, Kevin McCollum.

With a focus on providing affordable senior living in an environment that concentrates on wellness and health (including nutritious meals; therapy and fitness programs; and opportunities for socialization and fun), residents in a Heritage Senior Living community live a happier, fuller life, with a sense of purpose.

In the stories below, you'll meet some of Heritage Senior Living's residents and employees, because no one can tell the Heritage story better.

Arbour Square

Jim and Judy Gow are happily living at The Arbour Square campus, which offers a continuum of senior living options all in one location. After realizing it was time to downsize, and home maintenance and yard work were becoming a burden, Jim and Judy found Arbour Square was able to solve their problems without breaking the bank.

"When we started to look at our options, Arbour Square's lack of entrance fee was very attractive, as well as the month-to-month lease," said Jim. "Other places have very large en-

trance fees or were more expensive."

The Gows enjoy having independence at Arbour Square, but if there is ever something they need, a staff member is nearby, ready to help with a smile on their face. They say Arbour Square is spotless and homelike, and the residents are outwardly friendly and everyone gets along well.

"It feels like we're living with family here," said Judy. "All the staff members are so kind and call each resident by name. We've formed close friendships with other couples, too."

Jim and Judy like music, so they take any chance to go tap their feet or sing along to entertainment, like the One-Man Band or Mummers. They also partake in lively games, informative seminars, Veterans groups, Bible studies, and chats with Chef Dave. Judy quips, "There's always something going on here for residents to do; it's like I'm on a lifelong cruise!"



Bob Goodwin, Jack Baradzziej and Wallace Witt enjoy a friendly game of cards at The Birches at Newtown.



Jim and Judy Gow can always find something fun to do at Arbour Square.

Cardinal Village

Mary DeSimone, Certified Home Health Aide, has been providing quality care to seniors at Cardinal Village Assisted Living and Independent Living for 19 years. During this time, Mary received the Alzheimer's Association Julie H.C. Bailey PRIDE Award, as well as a feature in the June 2015 South Jersey Biz. Mary's career is more than just something she wakes up for; it is something she lives for. She treats the residents at Cardinal Village like family, offering the support they may not

have even realized they needed. To the residents, Mary is not just a caregiver, but also a friend they can confide in with the assurance that she will be there for them.

One resident at Cardinal Village is currently living with Parkinson's. He is worried about his future, knowing what the disease will do to his body. Mary is there to talk to him, focusing on his current independence and reminding him of just how much he is capable of doing. When he is having a bad day, Mary can be found empathetically easing his worries,



Mary DeSimone puts her heart and soul into caring for all the seniors at Cardinal Village.

and emphasizing ways in which he can improve his mood the rest of the day.

All of the people Mary interacts with recognize the dedication, care, and charisma she puts into her job, and the residents benefit from her presence unequivocally.

The Birches at Newtown

Jack Baradzziej has called The Birches at Newtown Personal Care and Memory Care "home" since 2014. Jack served in the Air Force from 1954-58 and later attended Penn State University to become a teacher. Once he retired from years of teaching and coaching at Pennsbury High School, he frequently visited The American Legion, where he enjoyed playing golf or cards on a weekly basis.

When Jack's dementia progressed, he moved to The Birches Daybreak memory care neighborhood, where he is able to receive specialized and innovative care. He enjoys music and likes to attend entertainment events. Jack can be seen happily strolling around, singing along to the great music on his headset.

At The Birches, Jack is able to continue the social lifestyle he always enjoyed. He loves the new Trademark Dining program, which allows him to eat with his new friends every day with a personalized meal, complete with servers offering warm washcloth services prior to meals. This type of freedom and camaraderie reminds him of the good old days at The American Legion.

Chestnut Knoll At Home

Linda Detwiler is the director of Chestnut Knoll At Home in Gilbertsville and Phoenixville and is dedicated to providing quality Home Care services to seniors who need a little help to remain living independent at home.

"I'm just a hometown girl trying to make a difference," said Linda. "I always try to give back to the community what it has given me and my family – a caring, safe environment, and a helping hand when needed. As the Director for the past 13 years, I am able to lead a team dedicated to providing quality, in-home assistance to seniors in the area."

An individual caregiver can make all the difference in a person's life. Caregivers support families and allow seniors to live their lives to the fullest in their homes, and give family members peace of mind. Services can be personalized - from something as simple as conversation and companionship, to more extensive duties such as dressing, grooming, bathing, light housekeeping and laundry.

"As the area's premier Home Care service, we are given the opportunity to make a difference in someone's life, no matter how big or small. Being able to provide care to someone who needs it is a gift, and our mission is to ensure all of our caregivers receive ongoing geriatric training and recognize the important role they play in providing our seniors with the kindness and respect they deserve," said Linda.

"You can feel the difference when you walk into a Heritage Senior Living community," says Vice President of Marketing, Gretchen Vakiener. "Come talk to some of our residents and meet our employees. You'll see." GRL



Linda Detwiler, director of Chestnut Knoll At Home for 13 years, is dedicated to making a difference in the lives of seniors who need a little assistance at home.