

A Symphony of Luxury

SYMPHONY SENIOR LIVING



www.symphonyseniorliving.com





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A closer look at how a senior living community
could be music to everyone's ears

Written by **Laura Canter** & Produced by **Jasmin Rodas**

SYMPHONY SENIOR LIVING was founded in 2008, by President and CEO Lisa M. Brush. With over 15 years of experience in the development and management of senior housing assets throughout North America, Brush created Symphony for the purpose of acquiring, developing and managing senior living communities in North America.

"I can't say enough about our industry and how it's so much about service and so little about these properties," says Brush. "Everything's about the individual and is personalized. Ultimately, it comes down to how care and services are delivered to the resident and to making the resident feel secure, taken care of and looked after as they age. It's our privilege to support them in whatever they need."

CONTINUOUS IMPROVEMENT

The Company's continuous improvement program entails a collection of employee satisfaction surveys and resident satisfaction surveys enacted every year for every property, compiled and then

becoming responsive to the results.

"We have a team association at every property and they have a formal process in which to bring up issues and ideas," Brush adds. "It's a collection of all the processes that we do. We maintain a fairly strict schedule of business performance calls with each site, in order to deal with numbers, as well as the many aspects of a community that make it strong and responsive to the needs of the people within it."

EMPLOYEES

Symphony Senior Living possesses an excellent, comprehensive benefits program, competitive compensation and a culture that embraces its people - taking the team out to dinner once in a while and doing extra little things that are very personalized come naturally at Symphony.

"We offer solid training opportunities, have a RRSP (Registered Retirement Savings Plan) program and we really look for good long-term, committed people to join our Team," Brush expresses.

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↑ Left and Right: Residents of Symphony Senior Living

TECHNOLOGY

Symphony Senior Living has invested in a system called Vigilant that they're just now employing. Vigilant is a resident care management and billing system that takes a resident from looking at the property, moving into the property, assessing what level of care they will need, who's doing what on the care team to service that resident, monitoring that service and then the service goes through to the billing. Their bill results are then based on their levels of care.

Additionally, Symphony Senior Living has partnered with a company called CanWeb based in Ontario, who they use as their IT supplier. CanWeb employs software that remotely manages approximately 82 computers throughout the Company.

"We've invested very heavily in technology," says Brush. "The next generation that we'll look at next year will be a dementia care monitoring program for people who suffer from a dementia or Alzheimer's."

"The next generation that we'll look at next year will be a dementia care monitoring program"

Lisa M. Brush, President and CEO

There are several good systems out there right now that involve silent monitoring. Brush is hoping to invest in a system involving various motion sensors and pressure sensors in the room of the resident. Sensors are strategically placed to monitor the sleep patterns and movement of



the resident. Residents who suffer from the later stages of dementia are unable to tell caregivers when they are not feeling well. This technology allows staff to monitor behaviours the resident may exhibit that help to keep staff in tune with the residents' needs.

STANDING OUT

"We're strongly focused on the care component of our buildings in providing high quality, private pay care which is not the norm in Canada," says Brush. "Private pay, high quality, resident-centred care is our mandate and our mission.

Symphony Senior Living is dedicated to meeting the needs of their residents, whether it is in basic support, the enactment of mid-level care or the provision of extensive care all the way to end of life.

"We're very much a non-institutional model," says Brush. "You will not see nursing uniforms in our properties; you won't see any of the trappings of a hospital. It's very rewarding. Our staff make wonderful connections and build warm and caring relationships with residents, becoming a big part of their lives.

GOING GREEN

"Symphony believes in protecting our planet and we've instituted a number of measures to do so – for example, we've switched to filtered water in bulk and to providing recycling containers for residents that they can take back to their suites," Brush explains. "We're trying to get away from packaged juice and are supplying these in bulk as well."

The Company adheres to recycle programs in their properties. In new developments, Brush says she intends to look at being environmentally friendly in the way in which the buildings are built; this would include systems that are implemented for conservation of energy such as laundry equipment and lighting systems.

"There is a green initiative that is supported by some of our senior housing associations in the United States, however there is currently very little development occurring on either side of the border," Brush says, "which provides great opportunity for Symphony, because people continue to age, people still need care and yet, despite this, a reduction of new builds is the reality in both the United States and Canada."

Taking into consideration that the Canadian



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INSTITUTIONAL**
SYMPHONY'S NURSES
DON'T WEAR UNIFORMS
AND THERE ARE NO
TRACES OF HOSPITAL
TRAPPINGS



**Indoor Pool and
Jacuzzi at Symphony**

real estate market is stronger than that of the United States and the supply of high quality care options for seniors lags behind the US, Lisa Brush chose to build her business in Canada. In building a prototype, focus will be on looking at ways to go as “green” as possible.

FUTURE

In five years, Brush hopes to have anywhere from three to five new prototype Symphony Senior Living properties, as well as continuing the management of properties for investors.

“I’m quite happy to do what we’re doing, it gives me great pleasure to be able to spend time in a property with the teams and residents,” Brush concludes. ■

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For feedback and comments please get in touch.

> feedback@whitedm.com

SYMPHONY SENIOR LIVING



STATISTICS

Name: Symphony Senior Living

Country: Canada

Est: 2008

Employees: 500+

Industry: Healthcare

**Premiere Service:
Senior Assisted Living**

**URL:
www.symphonyseniorliving.com**

MANAGEMENT

**President and CEO:
Lisa M. Brush, CMA, MBA, CPA**

CFO: Qi Tang, CA, CFA

**Vice President of Operations and
Development: Kim Van Dam RPN**

**Vice President of Care Services:
Darlene North, BScn, RN**

**Vice President of Sales and Marketing:
Anita Pierce**

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