



CAMBRIDGE

Senior Housing & Healthcare Capital

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PRESS RELEASE

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TODAY'S SENIOR LIVING "WELLNESS PROGRAMS" MORE THAN JUST EXERCISE GYMS AND SPAS

The definition of "wellness" continues to evolve in society-at-large and senior living facilities across the US are following suit, a prospect that Cambridge Realty Capital Companies Chairman Jeffrey Davis is enthusiastic about. "The old view of integrating wellness into a senior living facility was to offer a few weekly exercise classes in a common room or to build a fitness gym or spa." This antiquated theory of wellness during the senior years is being replaced with a more holistic approach. While diet, exercise and regular medical attention have always been, and are still, crucial, the idea of wellness in the 21st century also includes social, mental, emotional and even spiritual management. Health care professionals of all disciplines now recognize that all of these facets are intertwined. If one area is functioning poorly, it can negatively affect the rest and thus decrease overall quality of life.

Health care professionals, seniors advocates and even developers of senior facilities now recognize that simply building a campus with a gym or spa does not necessarily ensure residents' wellness. A fitness gym may look attractive to a family helping a loved one choose a senior living facility, but the mere presence of a gym does not provide any health benefits to seniors if they do not actually use it to exercise.

Because of this, modern senior living communities of all types are taking a much more proactive approach to wellness. It's a shift away from the "if you build it (a gym), they will come" mentality to one of actively ensuring that every resident can access wellness programs, has ample opportunity to do so, and, most importantly, have guided programs tailored to need and skill level. It also facilitates an approach which includes more than just a senior's physical health.

The Trail Ridge Senior Living Community in Sioux Falls, SD, which includes independent living, assisted living and memory care under one domain, is one facility that is leading the way in holistic wellness. It provides residents with a functional health assessment to determine individual needs. Individuals are then funneled into one of three distinct levels of fitness programming which encompasses 20 different classes. Classes address cardiovascular health, strength and balance, gait, flexibility, posture and center of gravity. Presbyterian Village North (PVN) in Dallas, TX, which provides five different types of housing options and care types, also espouses a holistic approach to wellness. It addresses six facets of health in its residents: social, emotional, intellectual, spiritual, occupational and physical. Every program, class and service that PVN offers focuses on at least one of these areas of wellness.

The shift toward whole-person wellness that is facilitated with intentionality and guided by professional staff is one that Cambridge chairman Jeffrey Davis sees as critical to the health and success of senior living as it moves into the future. Not only is it a model that "sells" in the eyes of a senior and his or her family, it also speaks to the dignity and value of the individual senior and the senior population as a whole.

Privately owned since its founding in 1983 as a real estate investment banker specializing in commercial real estate properties, Cambridge today has three distinctive business units: FHA-insured HUD loans, conventional financing, and investments and acquisitions. The company is one of the nation's leading senior housing and healthcare debt and equity capital providers, with more than 400 closed senior housing transactions totaling more than \$4.5 billion since the early 1990's, when the firm began its specialization in providing senior housing capital.

Cambridge has consistently ranked among the country's top five FHA-insured HUD lenders (now HUD Lean) over the last 15 years and offers an array of conventional lending options, including permanent construction and interim loans on either a floating or variable rate basis. The company's principal investment strategy includes direct property acquisitions, joint ventures and sale/leasebacks. The company has acquired 16 facilities totaling approximately \$60 million.

Cambridge is the creator of *The Signature Experience*[™], a four-step process designed to transform the traditional lender/borrower relationship and identify "ideal" capital solutions for worthy projects. The company has a national origination office in Los Angeles, and numerous correspondent and brokerage relationships nationwide.

Cambridge publishes the bi-monthly Capital Wisdom(R) electronic newsletter, which delivers company news and feature stories via e-mail to corporate friends and clients as well as monthly updates of other relevant news and breaking trends. Additional information is available on the Cambridge website, www.cambridgecap.com, and Cambridge can be reached at (312) 357-1601 or via e-mail to info@cambridgecap.com. The firm also has embraced social media and networking via Twitter at <http://twitter.com/cambridgecap>, via Facebook at <http://www.facebook.com/cambridgecap>, via blog at www.cambridgecap.com/blog and via LinkedIn at <http://www.linkedin.com/companies/454232>, where information on the firm and its employees can be found.

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