

A SENIOR LIVING MODEL THAT REVOLUTIONIZES CARE & DISRUPTS THE STATUS QUO

In order to meet the needs and desires of a rapidly growing population of older adults, senior living operators, providers, and developers must innovate and disrupt the status quo. Standing out in the marketplace takes a revolution in care, design, and organizational structure.

The Green House Project (GHP) has led this revolution since 2003, with the first truly innovative and disruptive model of elder care in the industry. Over the past 15 years, GHP has built nearly 300 homes across 32 states, with more in development.

About the Model

Designed to ensure that elders have the autonomy and respect they deserve, Green House homes destigmatize aging and humanize care for those who live and work there.

The organizational structure of the model is radically different from other models: homes are small in scale, self-contained, and self-sufficient with elders at the center, surrounded by a self-managed team of care partners. Designed to reinforce the identity of elders and eliminate institutional signposts, all homes have private rooms and bathrooms for everyone.

A living room with a fireplace, together with an open kitchen, where all meals are prepared and served at a communal dining table, completes the home. Dedicated public, private, and support spaces that are small and easily navigable support the sharing of lives and foster community engagement.



the
green
house
project
Revolutionizing care
to empower lives.

“This model has exceeded our expectations in several areas: it is meeting the financial proformas that we originally projected, and the feedback from our residents, from their family members, is so, so positive.”

—Matthew Trimble, Chief Operating Officer, Saint Elizabeth Community, Warwick, R.I.



THE GREEN HOUSE ADVANTAGE

By delivering outcomes that are superior to traditional models, Green House homes stand above and beyond others with research and evidence to back it up. Together with its education, expertise, guidance, and support, GHP has already helped its partners create the following outcomes:

- Superior quality of life;
- Greater consumer demand;
- Improved job satisfaction;
- Better staff-to-elder ratios; and
- Higher census rates.



HOW IT WORKS

When partnering with GHP to build Green House homes you get everything you need to make the right decisions to move forward in an efficient and cost-effective manner. In addition, shifting from a traditional medical system of care delivery to a more dynamic model requires expert guidance, intensive education, and ongoing support.

GHP's implementation approach has been honed over many years of experience, research, and feedback. It is designed to help you save time and money—and take the risk out of innovation. GHP's roadmap consists of four implementation phases:

1. Assessing: Within this phase is a Home Study that consists of individual assessments; a high-level regulatory review; and a timeline that considers construction schedules, architectural design phases, and organizational readiness.

- Based on operating data and benchmarks, the Green House Financial Feasibility Model (FFM) helps potential partners determine the financial viability of a Green House project via a user-friendly format for the input of assumptions related to revenue, operating expenses, personnel, development costs, and debt service terms. The tool generates profit and loss projections in a variety of formats. The Green House team reviews all assumptions based on the experience of operating Green House homes and provides feedback through one-on-one support and collaboration.

2. Aligning: This phase focuses primarily on architecture, design, and regulatory matters, as well as foundational education in leadership and team development:

- Architecture and Design incorporates elements of design principles that improve quality of life, staff efficiencies, and support deep organizational and philosophical transformation. GHP expertise combines best practices in collaboration with input from leading experts, ensuring an unparalleled living environment for elders.
- Through Regulatory Review and Alignment, Green House team members conduct an evaluation of the rules for licensure in your state and bring innovative approaches to meeting and exceeding regulations and codes that will need to be addressed for compliance. GHP's credibility with state and federal regulators across the country supports and expedites acceptance of the model's innovative approach.
- Leadership and Team Development is another important aspect of implementation. The shift to a highly dynamic person-centered model of service delivery goes to the very heart of how care is structured, requiring individuals to question, explore, practice, model, and develop new perspectives about your organization's most basic cultural assumptions. Our shared decision-making model builds upon our core value of empowered staff and equips leaders as coaches in highly collaborative relationships.

3. Equipping: This phase focuses on the education necessary to achieve the deep cultural transformation at the heart of the Green House model. Leaders are selected to serve integral roles in the homes and participate in coaching, mentoring, and educational programs to develop the skills necessary to deeply shift the culture. GHP's intensive education sessions are aimed at preparing staff to successfully implement and sustain the model. In addition, our comprehensive systems, practices, and procedures workbook includes 24 policy templates and worksheets, as well as job descriptions and sample forms that cover everything from cooking with elders and dress codes to infection control practices and pets.

4. Sustaining: Ensuring the sustainability of the Green House model is a vital component of the process. Once your Green House homes open, you have access to our extensive and close-knit network of adopters. This community gives you the benefit of experience; peer mentoring and interaction; and conferences, webinars, and assistance to help you sustain the strength and vitality of your homes.

- GHP's Model Enrichment Resource Integrity Tool (MERIT) is a critical element to ensuring the shift to deep-system change is maintained. Built upon our core values, MERIT offers a comprehensive annual review of model fidelity elements, as well as clinical, financial, and satisfaction outcomes within each home, across organizations, and in comparison to all Green House homes.



“Any number of people can design or build the architecture but that doesn't bring about the revolutionary change in culture that The Green House Project provides. [They have] the expertise and structure to help manage our process in a manner that gives our project the highest possibility of success.”

—John Ponthie, managing director, South Administrative Services, Sherwood, Ark.



“The reason we were able to raise so much money—over \$15 million—was because of the trademark Green House Project. Without us using the name Green House Project, we never would’ve had access to have raised all of that philanthropy.”

— Barry Berman, Chief Executive Officer, Chelsea Jewish Lifecare, Chelsea, Mass.

EXPERT GUIDANCE AND SUPPORT

GHP’s expert team will guide and support you along the way. With extensive experience in skilled nursing, gerontology, organizational development, design, communications, regulatory and policy issues, and education, we help you develop an implementation plan tailored to your unique needs.

GHP offers comprehensive consulting, education, and resources based on many years of experience and knowledge. Following are some of the services offered throughout the development process:

- Financial Feasibility Review
- Design and Architectural Review
- Project Management Planning
- Regulatory Education and State-Specific Analyses
- Operational Implementation
- Leadership Development
- Comprehensive Staff Education

JOIN THE REVOLUTION!

When you choose to create Green House homes, you invest in a proven brand known for clinical quality, customer satisfaction, and a strong business case. Whether it’s for short-term rehab, dementia care, and/or long-term care, the model is flexible enough to adapt to the changing needs of the market, and of the dynamic healthcare system.

