THE GREEN HOUSE PROJECT
caring homes for meaningful lives℠

HOME FOR SUCCESS

"Becoming a trademarked Green House Project gave us instant credibility, access to the best training and resources available, and an opportunity to collaborate with other Green House communities across the country, some of the best organizations in the business." —Terry Rogers, CEO, St. Martin's in the Pines

With the changing realities of healthcare, we need to provide services in a new way — one that is sustainable and balances the need for superior clinical outcomes with quality of life. Today's institutional nursing facilities are not set up to provide the quality of care and level of satisfaction that tomorrow's consumer — and payer will demand.

THE GREEN HOUSE® PROJECT has spent over a decade creating a new vision for the future of elder care. The Green House model delivers better outcomes than traditional nursing homes. And by creating a real home environment and providing elders with dignity, autonomy and choice, Green House homes provide people with the best quality of life possible.

The Green House brand will amplify your organization's mission. With a track record of high census and a healthy mix of public and private pay, The Green House model is the smart choice for your organization's future.

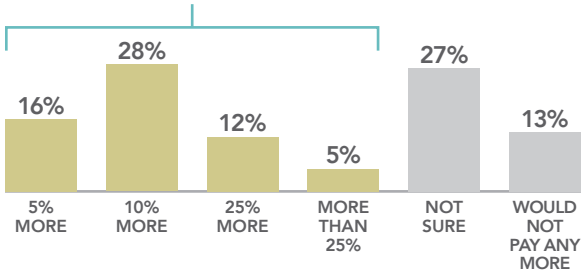
The Green House Difference

When you add The Green House trademark to your organization's name, you are aligning with a widely regarded standard of excellence that is increasingly recognized by the savvy customer.

A nationwide survey about The Green House model found that informal caregivers would be willing to pay more and drive further so that their loved one could live in a Green House home.

Among healthcare experts, The Green House model is recognized as the gold standard. Proven to achieve outstanding results in rehabilitation, dementia care, and long term care, the model is flexible enough to adapt to the changing needs of your market, and of the dynamic healthcare system.

60% OF CAREGIVERS WOULD PAY MORE FOR GREEN HOUSE



MORE LIKELY TO PAY MORE:

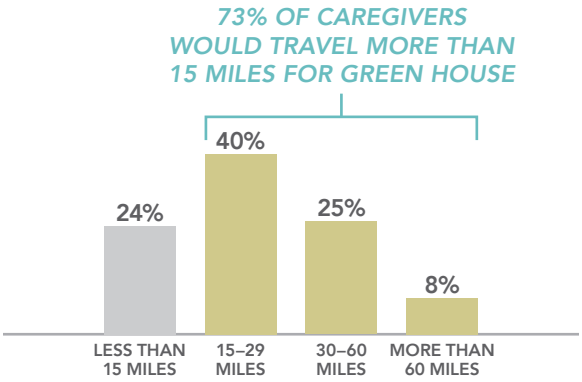
68% PRIMARY DECISION MAKER

69% INCOME $100K+

64% PRIVATE PAY ONLY

The Green House model delivers high quality care. Close relationships with elders means that health issues are identified and treated earlier. And the calm, familiar, real home atmosphere in Green House homes improves the well being and functioning of elders with dementia.

The Green House Project is the only organization certified to deliver Green House branded homes. When you select The Green House Project, you have access to expert consulting, comprehensive project management, cutting-edge education and training, and the ongoing support of The Peer Network of Green House adopters.



Expert Guidance and Support

The Green House Project offers comprehensive consulting, education and resources based on the experience and knowledge accumulated over 10 years. You'll have everything you need to make the right decisions to move forward in an efficient and cost-effective way, avoiding the pitfalls that can hamper the development and smooth operation of your new project.

Our expert team of consultants will guide you and support you at every step along the way. Green House consultants have extensive backgrounds in skilled nursing, gerontology, culture change, organizational development, regulatory and policy issues, and education. Working with you, we will develop an implementation plan tailored to your organization's unique needs. Through every step of the project development and implementation process, including financing, regulations, architecture, education, operations and more, we work closely with your organization to maximize your existing organizational talent and resources.

Specific technical assistance services include:

- Financial Feasibility Assessment
- Design and Architectural Review
- Project Guide and Project Management Plan
- Regulatory Education and Approvals
- Operational Implementation
- Leadership Development & Staff Education

HOW IT WORKS

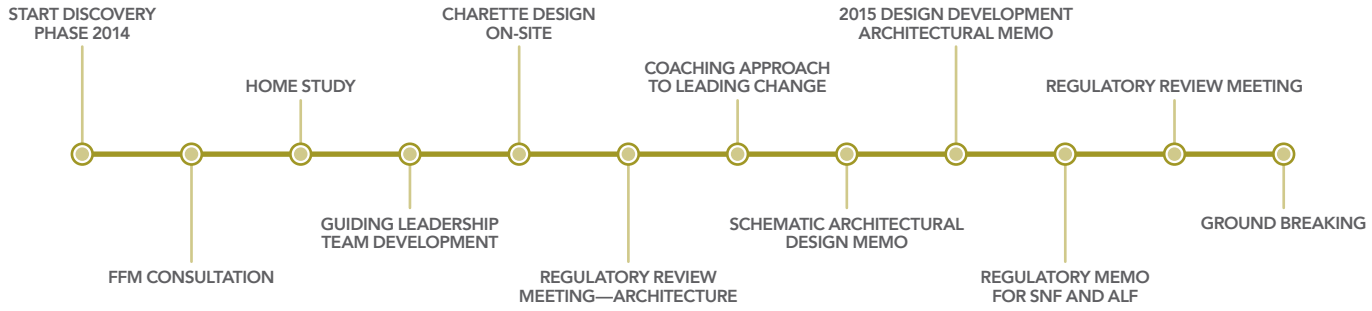
The shift from the traditional medical model of care delivery to a more dynamic person-centered model requires expert guidance, intensive education and ongoing support. The Green House Project's phased approach has been honed by our experience over the last decade and is designed to save you time and money, and take the risk out of innovation. The "roadmap" consists of four implementation phases.

Financial Feasibility: Based on operating data and benchmarks, The Green House Financial Feasibility Model (FFM) helps you confirm the financial viability of your Green House project. Combining the operating model with your detailed assumptions about projected revenue, operating expenses, development costs and funding sources gives you:

- Profit and loss projections on a month-by-month basis for the first two years and on an annual basis for the first 10 years.
- Identification of any funding gap or excess between estimated development costs and proposed funding sources.
- The impact of operational factors such as payer mix, total number of elders served, wages, staffing levels and raw food cost on the financial outcomes of the project.

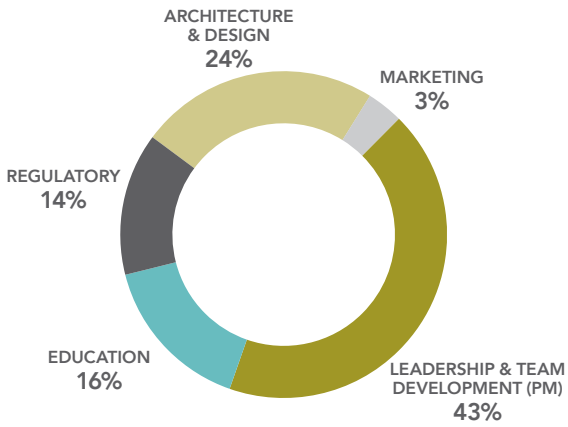
Discovery Phase: The Discovery Phase focuses primarily on consulting in architecture and design, and regulatory matters, as well as initial education in leadership and team development. This phase takes an organization up to ground-breaking.

DISCOVERY PHASE



- **Home Study:** This initial engagement, consisting of focus groups, individual assessment and a high level regulatory review, enables The Green House Project to determine a timeline and requirements, including the proposed construction schedules, architectural design, and organizational readiness for the culture change process. Your Leadership team also receives an orientation on the Green House model and its core values.
- **Architecture and Design:** The Green House model complies with both federal and state regulations, while restoring elders to an environment that goes beyond merely "home-like." A well-designed house is critical

DISCOVERY PHASE BREAKDOWN OF ACTIVITIES



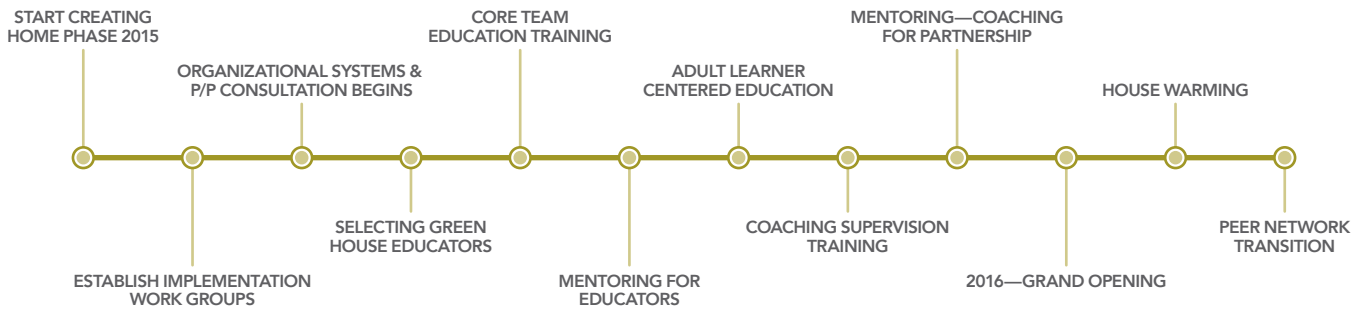
to the success of the model, incorporating elements that improve quality of life and care outcomes. The architectural design also supports a deep organizational and philosophical transformation. Green House design guidelines combine 10 years of best practices with input from leading architects, ensuring an unparalleled living environment for elders and avoiding unnecessary costs and delays for your organization.

> **"The Green House Project's understanding of healthcare regulations and reimbursement challenges is complete. Their ability to advocate for a project and establish trust and support from local and federal agencies is without parallel."**
>
> —**JOYCE EBMEIER**, VP Strategy, Tabitha Health Care, Lincoln, NE

- **Regulatory Review and Alignment:** The Green House team reviews the rules for licensure in your state and highlights regulations and codes that will need to be addressed for compliance. We work with the necessary regulatory bodies, educating them about The Green House model and how it addresses the intent of federal and state requirements. The Green House Project's track record with state regulators across the country supports and expedites acceptance of this innovative new approach.
- **Leadership and Team Development:** The shift to a highly dynamic person-centered model of service delivery requires expert guidance and intensive education. This kind of change goes to the very heart of how care is structured, requiring individuals to question, explore, practice, model and develop new perspectives about an organization's most basic cultural assumptions. Green House educational programs such as *The Coaching Approach to Leading Change* provide the skills needed for this deep paradigm shift and our train-the-trainer program ensures that these changes are sustainable over time.

Creating Home Phase: While the elements of regulation and design support continue throughout the process, this phase focuses on education to achieve the deep culture change at the heart of The Green House model.

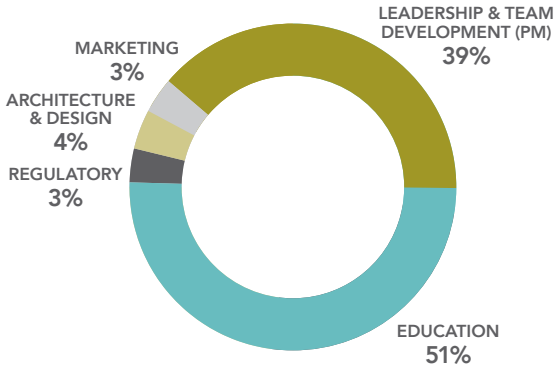
CREATING HOME PHASE



Leaders are selected to serve integral roles in The Green House homes and participate in coaching, mentoring and educational programs to develop the skills necessary to deeply shift the culture. The **CORE Educator program**, **Adult Learner Centered Education** and **Coaching Supervision** are intensive sessions aimed at preparing staff to successfully implement and sustain The Green House model. Organizations benefit from the extensive experience, support and examples from operational Green House homes. This phase takes an organization through its grand opening.

Six months after the opening of your homes we debrief with your staff on progress and challenges, conducting focus groups and additional leadership development to equip your organization for success and create the support necessary to sustain your Green House homes for years to come.

CREATING HOME PHASE BREAKDOWN OF ACTIVITIES



Sustaining Change

Once your Green House homes open, you have access to The Peer Network, a growing group of leaders in the field who have adopted The Green House model. You benefit from the experience and mentoring of The Green House community through peer interaction, conferences, webinars and one-on-one assistance to sustain the strength and vitality of your Green House homes.

Join Us

When you choose to work with The Green House Project, you become one of the leaders changing the way care is delivered in this country. You are investing in a proven brand known for clinical quality, satisfaction and a strong business case.

Adopting The Green House model means more than embracing a new architectural design. Successful outcomes, including better financial returns, require a completely new organizational structure and operational approach.

The Green House Project offers access to a proven model, an array of field-tested tools, customized education, a project management plan, and sponsored research to help ensure the success of your project. The Green House team's expertise, coupled with the clarity of The Green House model, helps adopters make a smooth transition, and achieve consistently superior outcomes.

Complete transformation can be a daunting journey. Working with The Green House Project delivers the direction and support needed at every turn to accomplish your goals.

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