

KENDALL GAZETTE

Ask Helen



Philosophy And Reputation Affect Quality Of Care

BY HELEN SHAHAM

Q. Mom and dad have decided to move to an independent living community. Although I agree with their decision, I think they should move to the community that is opening in a couple months instead of the more established one they are considering. The owners, though new to senior housing, have promised residents great care and numerous activities. How can I convince them to move to the newer community?

A. Selecting a senior living community is one of the most important decisions they will have to make. Why entrust that care to someone “new to senior housing”? A community with a solid reputation for resident and family satisfaction is best for mom and dad.

This is a business of service and care. Senior housing is a fine-tuned business that requires well-trained employees and an experienced management team. We’re more than just hospitality. It’s a service business that requires 24-hour care.

We take great pride in the family atmosphere of our communities. Residents and their loved ones enjoy the peace of mind knowing that we are one of the most trusted names in senior housing while

enjoy a variety of recreational, social and cultural activities. In addition to the elegant ambiance and luxurious amenities, our communities’ atmosphere is reflected in the warmth of resident/staff relationships.

Our philosophy and founding principle, “Do unto others as you would have others do unto you”, is at the heart of our success. We are committed to providing older adults with an exceptional level of personal service within an upscale environment by exceeding the expectations of our residents, families and employees.

The Palace also applies the founding principle outside the walls of its communities. We view The Palace as a community within a community. It’s important for us to play an active role in surrounding neighborhoods. Whether initiating community-wide hurricane relief efforts or partnering with a local school to provide students job-training opportunities, we strive to be good neighbors.

Since opening our first 21-bed adult congregate living facility in 1980, we have been setting higher standards for quality and care as well as marking major milestones. Now celebrating our 25th anniversary, The Palace is known as South Florida’s leading company specializing in senior housing and care.

Our reputation has been one of the biggest keys to our success. We find that most families considering a senior living community hear about The Palace from friends and neighbors. To us, that speaks volumes.

During the 25th Anniversary Block Party on April 9, from 11 a.m. to

2 p.m., we’ll be celebrating the residents, families and employees who have played a part in our success. We invite you visit our Kendall campus during the festivities to learn first-hand the importance of selecting a senior living community that has a defined philosophy of care and a solid reputation.

It takes more than a few promises to guarantee adequate care so mom and dad should have reservations about the newer community. An established senior living community allows an opportunity to examine their track record and reputation. Try talking to your parents about your concerns. It may also be worthwhile to visit the community together.

Helen Shaham and her husband Jacob have been operating retirement communities for nearly 30 years. The Palace Suites in Kendall is a luxury Independent Living Community for active seniors. In addition, The Palace at Kendall campus is home to two Assisted Living Residences and a Nursing & Rehab Center. They also operate The Palace Gardens Assisted Living Community in Homestead, Homestead Manor Nursing Home and The Palace @ Home, a Medicare Certified Home Health Agency. Their two newest projects are The Palace at Weston – luxury living for those 55 and over, and The Palace Tel-Aviv, a continuing care retirement community in Israel. They have two communities under development – The Palace at Weston Senior Living and The Palace at Coral Gables. More information can be found on the company website, www.thepalace.org or by calling 305-270-7000.