



"To liberate elders, and those who serve them, from the mindset of institutional care."

NEWS RELEASE:
For Immediate Release

Otterbein Strategic Goal

Otterbein Will Open Third Cincinnati *Avalon by Otterbein* Location For Seniors Who Need Skilled Nursing Care Or Rehabilitation *New Small House Neighborhood Is Truly Home*

MAINEVILLE, OH – July 28, 2010 – “Families simply want the best for their loved ones,” said Wayne Rost, who is the “Guide” at the new *Avalon by Otterbein* at Maineville in Hamilton Township, set to open in August.

Avalon by Otterbein gives families that choice – a real home, in a real neighborhood where residents have dignity and respect. They get superior, high-quality care in an optimum home environment,” said Rost, who has more than 25 years of experience serving seniors throughout Ohio.

What Is *Avalon by Otterbein*?

Avalon by Otterbein is a “small house neighborhood” consisting of five ranch-style homes, situated on a cul-de-sac in a residential community. Each home features 10 private living suites; a large open kitchen and family room with hearth; den; hair salon; laundry; physical therapy room; and a patio with tables, chairs, grill and a garden. The fireplace has built-in wood shelves on either side for residents to share family photos and heirlooms.

“What we are doing is revolutionary. Research shows that residents are more satisfied and have better outcomes in a small house environment,” said Jill C. Hreben, president and CEO of Otterbein Homes. “*Avalon by Otterbein* is leading the nation with these new homes. We are setting the standard for others to follow.” Hreben and Otterbein are on a mission to liberate elders, and those who serve them, from the old institutional model and mindset of caring for elders.

Otterbein was the first in Ohio to launch the “small house neighborhood” model back in 2007, making it the most experienced and most successful provider of this model of care. Today, the faith-based, not-for-profit has five *Avalon by Otterbein* locations in the state – including the new Maineville neighborhood, enough room for 260 residents. Maineville will be the third neighborhood in southwest Ohio.

No schedule. No tray. No orderlies.

Active seniors have a cornucopia of living options, but when families need full skilled nursing care for a loved one, the only choice used to be a cold, impersonal isolating institution... until *Avalon by Otterbein*.

“This is my home,” said Marty Brown, 89, who lives at *Avalon by Otterbein’s* Springboro location. “I feel like this is mine. I don’t get bored. I never feel lonely. I can have a snack or anything I want. Everybody is just great here. I haven’t even thought of anything that I want that I couldn’t get. That’s how satisfying it is here.”

**If it sounds like *Living the Life of Riley*, it is... with one added benefit:
the most skilled, experienced staff in the state of Ohio.**

Led by a Guide and a Coach, *Avalon by Otterbein* has a much higher ratio of skilled nursing staff than most other facilities. With only 10 residents in each home – staffing is a one-to-five ratio. The staff receives more than 120 hours in additional training to join the *Avalon by Otterbein* team. While staff

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members are responsible for traditional duties, they also sit down to supper with the elders and take time to talk, play games and pray. Staffers benefit, too, from the elders who share wisdom and experience, in many ways becoming mentors.

Residents set their own schedules, getting up when they want, eating what they want for breakfast and lunch – even seeing doctors, nurses and therapists when they want – on THEIR schedule. Just ask Marty Brown – you don’t interrupt her Reds baseball games for anything. She even had special satellite TV installed so that she wouldn’t miss any games. Marty also had a ceiling fan installed in her suite for her birthday. Elders can decorate and customize their suite any way that they want.

Many of the elders like to help in the kitchen peeling apples or making the crust for homemade apple pie. Others clip coupons to save money on the groceries and supplies needed for each *Avalon by Otterbein* home. Other elders play Wii, use the wi-fi throughout the house to surf the internet or go on outings.

***“Every time I walked in the door, my father was smiling.”
-- Mariann Cordial***

“It gives me peace of mind that he was loved and treated with dignity and respect. The staff was phenomenal, I had not seen him happier in the past year and a half,” said Mariann Cordial, whose 80-year-old father James Benner recently passed.

“I chose *Avalon by Otterbein* after looking at many facilities trying to find something acceptable to my father. He received better care here than even I was able to give him. That does so much for my heart. I know I made the best choice for him,” Cordial said.

Jodi Ustorf had searched for skilled nursing for her father, but soon after, her mom needed it as well. “Once we found *Avalon by Otterbein*, it was like a weight was lifted off our shoulders,” Ustorf said. “The aids are fantastic. They become like family. They genuinely care about the people.” Her mom, Reita Studzinski, enjoys warm friendships with other women in her home. They joke and pick on each other like school girls. She also supervises the garden where cucumbers, tomatoes, onions and lettuce are grown and brought straight to the table when ripe.

About Avalon by Otterbein at Maineville in Hamilton Township:

The *Avalon by Otterbein* at Maineville in Hamilton Township small house neighborhood is fully-licensed for skilled nursing care, will accept most insurance, as well as Medicaid/Medicare, and is competitively priced. The neighborhood features trees, gardens, a gazebo and five ranch-style homes each with 10 private suites. Both individuals and couples are welcome at *Avalon by Otterbein*.

About Otterbein Retirement Communities:

Founded in 1912, Otterbein Retirement Communities is a health and human service ministry, which strives to enhance the quality of life and holistic growth of its 2,000 residents. The non-profit organization’s five full-service retirement communities cater to those 55 and older in western and northern Ohio. Otterbein’s rich heritage and solid reputation have made it a trusted and valuable resource not only in Ohio, but nationwide for nearly 100 years. For more information visit: www.otterbein.org where you will find videos, photos, testimonials and detailed information on *Avalon by Otterbein*.

Editor’s Note: Interviews with residents and a recent tour of the new *Avalon by Otterbein* at Maineville in Hamilton Township are available on [YouTube](#). Photos are available for download on [Flickr](#). High definition photos, B-roll video and advanced interviews are available upon request by contacting Pamela Gilchrist. Click [here](#) for the online media kit.

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