

Achieving Excellence in Business



Don Kramer, Donna Sargent, Director of One Senior Place, and Beth Kramer



One Senior Place: A Business Like No Other

By Glenn Swift

Ever thought of putting a senior community center, mall, and library all under one roof? Don't feel bad, no one else did either... that is, until Don and Beth Kramer got the idea.

"We looked all over the country for a model to build upon, but couldn't find one. So in a way, we had to reinvent the wheel," said Don.

With tens of millions of Baby Boomers nearing retirement, medical costs continuing to skyrocket, and a critical shortage of healthcare workers, Kramer's concept may very well become the senior care industry's blueprint of the future – and it all started right here in Brevard County.

"Needs tend to come in clusters," said Don, when referring to the services required to provide quality senior care. "Most folks really don't know where to turn when they're faced with making important quality of life decisions, whether it's for a parent, a loved one, or for themselves. Making the situation even more difficult is the harsh reality that the resources available are scattered. One Senior Place is our way of bridging the gap between consumers of products and services for seniors and the providers of these services."

One step inside the facility's beautiful, state-of-the-art, 13,000 square foot building, and you will see that One Senior Place is well on the way to fulfilling its mission. Located in the heart of Viera's medical district, One Senior Place houses a dozen senior-oriented businesses, ranging from legal and financial experts who specialize in the needs of seniors, to hearing loss and physical rehabilitation specialists. "We're proud to say that all the members of our provider family have a wealth of knowledge and decades of experience."

And that isn't all...

"We've done our due diligence on all the companies that rent from us, and all of them have pledged to conduct their business in a manner consistent with the One Senior Place Code of Ethics."

One Senior Place also houses a resource library for exploring the various alternatives for virtually every category of senior care, services, and supplies available, in addition to having a trained Elder Care Manager on staff, who can answer any questions you may have with regard to your options. "We're all about information, options, and convenience," said Don, whose business was recently named by *Florida Trend* magazine as one of the most innovative in the state.

One of the ways in which One Senior Place helps to provide seniors with as much information as possible is to provide those non-profit organizations that provide services to local seniors a proper forum. "Nearly every-day... and sometimes three times a day... we hold seminars on topics of importance to our seniors." A quick glance at the calendar for One Senior Place shows that a number of diverse subjects are covered: Medicare, Medicaid, long term care insurance, reverse mortgages, estate planning, living wills, even how to buy and sell on eBay. Better yet, the price is pretty good too. "All of our seminars are free," said Don, whose policy at One Senior Place is not to charge any of the non-profit organization's that use the facility. "We're a business, but we want to serve the community as well. This is a very unique company in that we feel we can do both."

Some of the non-profits that One Senior Place has a close relationship with and which have utilized meeting space there are: United Way of Brevard; Brevard Alzheimer's Foundation; Brevard County TRIAD; American Cancer Society; American Heart Association; Easter Seals; Mature Workers Alliance; American Healthcare Association; National Association of Social Workers; Senior Resource Alliance; Space Coast WAVES; Kiwanis; and the Lions Club.

On Thursday, May 17, One Senior Place will be celebrating its one year anniversary. "We're not simply going to pat ourselves on the back," said Don. "We're going to use the opportunity to hold a seminar on memory loss by partnering with all the

agencies in our area that serve the memory impaired."

So, if you have an interest in senior care, either for yourself or for a loved one, come on out and see for yourself how One Senior Place is revolutionizing the way America shops for elder care services.

One Senior Place is conveniently located off I-95 Exit 191 at 8085 Spyglass Road in Viera. Hours of operation are 8:30am-5pm Monday-Friday and 10am-2pm on Saturdays.

For more information, call 751-6771 or visit www.OneSeniorPlace.com. See page 29 for One Senior Place activities.

