

One Senior Place set to open its new 13,000-square-foot facility in Viera — one-stop shopping and information center for seniors in need of health care and related services; unique resource library

By Ken Datzman

VIERA — One Senior Place, a new concept introduced by area businessman Don Kramer, plans to open its new single-story 13,000-square-foot building in January.

The \$3 million facility is located on Spyglass Hill Road. Construction got under way on the One Senior Place campus about a year ago.

"We are in the home stretch now. We have told our resident businesses that we expect to be in the facility in January, and I think we will be," said Kramer, longtime operator of Senior Partner Care Services, a local home health-care company that will occupy space there.

A startup venture, One Senior Place is billed as a one-stop shopping mall and information center for senior citizens in need of health care and related services and products. "We are going to have a nice mix of local businesses, some national companies as well as regional firms."

He thinks One Senior Place will be at the center of helping to revolutionize the way America shops for elder care and services.

The facility will offer a "unique customer-focused menu-of-solutions approach, providing "unparalleled access" to information and resources, guidance navigating the maze of elder options, and a broad range of care, services and products from a comprehensive array of carefully selected providers, all under one roof.

Said Kramer: "We think One Senior Place is going to create something new, you could call it a retail channel. It's a direct consumer channel for these services. We think that is the big idea behind One Senior Place."

Consumers today like to make their own decisions, he said. "They are more savvy and more sophisticated. So we believe that our model fits well with the way the consumer market has developed. We expect that once people fully understand this concept, they will come to One Senior Place."

The potential market to tap is huge, especially in Florida where the population is fast aging but also across America. The Alliance for Aging says 10,000 people are expected to turn 65 years old each day in the year 2012. This means a big population of young people (potential caregivers and business professionals) will need to learn how to maneuver through elder health care, legal and financial information.

The facility houses a unique Senior Resource Library, for example, where seniors can research their options. The library has in-depth information and community resources in a "comfortable, home-like setting. They can use our computers, printers and phones to do research," at no cost.

There too will be an on-site elder-care manager. "It's an important part of our overall vision of One Senior Place. Anyone for the asking can come in and get an initial consultation with a trained geriatric care manager."

When One Senior Place opens, Kramer says he expects to have the smartly designed complex more than one-third full. "We are showing the building two or three times just about every day."

Tenants at One Senior Place include Tax Masters, attorney Laura Anderson, Vitas Innovative Hospice and Personnel Hearing Solutions. Kramer said the building will accommodate up to 25 businesses.

One Senior Place offers professional office space, medical space and retail showroom space, in a themed elder-care businesses-only setting.

"Our whole concept, which is cutting-edge because it has not been done anywhere, is all about partnerships, especially the business-to-business arm.

"We have two arms, though. We have to make our consumers happy and show them the value, which I think is going to take care of itself because they are very excited about it, and we have to make it successful for our businesses. We are going to do a lot of things that I think will be very innovative," he added.

One Senior Place is reaching out to businesses that are interested in the concept, "but having an office there would really not be an option for them. An example would be a nursing home. They are not going to open an office and staff it at One Senior Place. It just wouldn't fit in with their business model."

Kramer says he addressed that issue and plans to open a Living Options Showroom that will be shared by a half-dozen or so non-competing businesses (by category). "It's sort of an innovative way to get them some exposure at a very inexpensive rate and still support our non-compete principle."

He said the showroom is projecting a Feb. 1 opening.

One Senior Place also has launched a Web site (oneseniorplace.com). Material is



BBN photo — Adrienne B. Roth

Area businessman Don Kramer is founder of One Senior Place, on Spyglass Hill Road in Viera. Donna Sargent is director of operations. Kramer said when the facility opens in January One Senior Place expects to have more than one-third of the space occupied. Tenets include Tax Masters, attorney Laura Anderson, Vitas Innovative Hospice, Personal Hearing Solutions and Senior Partner Care Services, a home health-care company run by Kramer.

being added and updated all the time as the opening day approaches for One Senior Place. The site, for example, will contain a comprehensive directory of providers of senior-care services.

Additionally, One Senior Place has developed a framework for a new club. Set to begin a membership drive in January, One Senior Club will revolve around social interaction, educational experiences and entertainment opportunities, both at One Senior Place and at off-site locations.

"One Senior Place is located in one of the fastest-growing areas of the county — just minutes from seniors living in Suntree, Viera and Rockledge," said Donna Sargent, director of operations at One Senior Place. "We are very excited to host One Senior Club."

One Senior Club founding members are Jim Donnelly, Joan Brisson and Lee Rosenkranz. It's the only senior club in Viera, a community with a significant number of retirees. The club fee is \$10 per person or \$15 per household.

For more information about One Senior Place, call 751-6771 or visit the Web site.