



Who is Cadbury Senior Services?

Cadbury Senior Services, Inc., a Quaker guided not-for-profit organization, owns and operates

Cadbury at Cherry Hill, Cherry Hill, NJ, is a continuing care retirement community established in 1977 offering active adults a comprehensive package of lifecare services with the security and peace of mind that present and future needs will be met with the highest level of customer service and quality.

Cadbury at Lewes, Lewes, DE opened in 2007 and is proud to be known as the first CCRC in the First Town in the First State. It sits on 35 acres and is one of the most desirable locations to live on the east coast.

Cadbury Continuing Care at Home, Cherry Hill, NJ, started 1998 in as a membership-based program to meet the desire of many seniors to stay in their homes and age in place while complimenting and expanding the mission of Cadbury Senior Services.

Our Mission Statement

Cadbury Senior Services, a not-for-profit organization, strives to provide excellent, comprehensive care for seniors in settings where residents, members and staff can thrive. Guided by the philosophy of the Religious Society of Friends, Cadbury Senior Services is committed to offering a continuum of services to meet the emerging needs of seniors.

Program Leadership

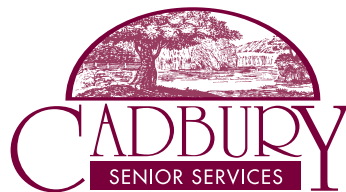
The Cadbury Consulting experienced leadership that guides and facilitates the Continuing Care at Home program includes:

Victor D. Amey – President & CEO of Cadbury Senior Services, Inc.; Founder of Cadbury at Home.
▶ vamey@cadbury.org / 856-667-4550

Edward J. Kelly – Previous President and Founder of New Life Management & Development, Inc., and a highly respected and nationally known CCRC expert.
▶ ekelly1080@verizon.net / 609-841-2604

Susan S. Hawkins – Program Director, Cadbury Consulting with over ten years of experience in the CCRC industry; part of the original marketing team for Cadbury at Home.
▶ shawkins@cadbury.org / 856-448-2314

Contact us to learn how your organization may qualify as a Continuing Care at Home provider.



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AAHSA INNOVATION of THE YEAR AWARD

CONTINUING CARE *at HOME*



*Expanding the Mission
Serving New Markets
Positioning for the Future
Generating New Revenue Sources*

Continuing Care at Home

Continuing Care Retirement Communities provide a safe, secure and caring environment for our nation's older adults. **Cadbury Senior Services** has been a leading CCRC organization since 1977, with successful locations in New Jersey and Delaware.

Over ten years ago Cadbury recognized that a large segment of the senior population chose to enjoy the comforts of home, preferring to age independently. In response to this desire, Cadbury developed a program of **Continuing Care at Home**.

The Continuing Care at Home program includes a comprehensive range of services and care coordination from home health care services to assisted living and nursing care in a licensed facility if the need ever arises. These services, in conjunction with social activities and referral services, offer "members" the opportunity to **plan for future needs while remaining in their own home**.

Cadbury's Continuing Care at Home has been recognized by the **American Association of Homes and Services for the Aging** with an **Innovation of the Year Award** and has been replicated numerous times by other CCRCs across the country.

Obstacles and Opportunities

During the last few years, CCRCs across the country have been faced with many economic and market obstacles that have affected their daily activity as well as the growth of their mission. **As prospective residents review their options in relation to the economy and real estate markets – many have decided to stay in their homes.**

What are the advantages of Sponsoring a Continuing Care at Home Program?

Continuing Care at Home programs are being recognized as the perfect compliment to existing CCRC programs for numerous reasons including:

- ▶ Expands the organization's commitment to an un-served segment of the market.
- ▶ A low-cost and low-risk expansion of the organization's mission.
- ▶ Establishes a stronger market presence through branding and name recognition.
- ▶ Capital risk and capital expenditures can be tightly controlled.
- ▶ Allows CCRC providers to be recognized leaders in senior lifestyle alternatives.
- ▶ Provides added revenues to the CCRC through management fees and shared service fees.



An Opportunity for a select few Continuing Care Retirement Communities

The Board of Directors of Cadbury Senior Services, through its affiliate, **Cadbury Consulting**, is now making the Cadbury Continuing Care at Home Program available to a limited number of leading, high quality CCRC sponsoring organizations.

This consultation program covers every aspect from program implementation through program stabilization including:

- ▶ Determining the feasibility of establishing a Continuing Care at Home program sponsored by a leading CCRC provider.
- ▶ Obtaining state approvals.
- ▶ Training staff.
- ▶ Marketing program development and sales.
- ▶ Establishing program policies and procedures.
- ▶ Establishing the Care Coordination Program.
- ▶ Providing ongoing quality monitoring.

According to a recent AARP survey, 89% of seniors would prefer to stay in their current home for as long as possible.



"Ten years ago when we joined, we wondered if we had done the right thing. Now, today our minds are at ease because Cadbury at Home monitors our situation constantly. It's a great feeling."



"I think it's a very good approach to receive health care services, social activities and companionship as you grow older while still remaining in the familiar atmosphere of your home."



"In times of emergency, I don't have the additional concern of solving the problem of where to "go" to find necessary help. What a great gift to my children."