



Media Kit

The Loomis Communities has provided exceptional senior living in the scenic Pioneer Valley for over 100 years. As a Continuing Care Retirement Community (CCRC) we are able to provide a complete continuum of care which allows residents to age in place.

Media Contacts

Carol C. Katz

Chief Executive Officer

ckatz@LoomisCommunities.org

800-865-7655 or 413-532-5325, ext. 172

Susan Moore

Director of Sales and Marketing

smoore@LoomisCommunities.org

800-865-7655 or 413-532-5325, ext. 186



Fact Sheet

- Type of Company:** A not-for-profit organization with four retirement communities in the Pioneer Valley of Western Massachusetts, the Loomis Communities was chartered in 1902 and has grown to be the area's premier provider of services to seniors.
- Corporate Headquarters:** 246 North Main Street
South Hadley, MA 01075
Telephone: 413-532-5325
Toll-free telephone: 800-865-7655
Web site: www.LoomisCommunities.org
Email: smoore@LoomisCommunities.org
- Mission:** The mission of the Loomis Communities is to enrich the lives of seniors by providing a continuum of high quality services which promote independence and meet the changing needs of people throughout the aging process.
- History:** A non-profit organization chartered in 1902, Loomis began as the Holyoke Home for Aged People. It opened in March, 1911 on two acres of land donated by William Loomis. In 1969, the name of the home changed to Loomis House to honor its first major donor. Loomis House moved to its present campus in Holyoke in 1981, becoming the first continuing care retirement community in Massachusetts – offering independent and assisted living and skilled nursing care. In 1988 Loomis bought a 26-acre Christmas tree farm in South Hadley, which became Loomis Village. In 1999, Loomis acquired Applewood at Amherst, another non-profit continuing care retirement community. In 2009, Loomis acquired Reeds Landing Retirement Community in Springfield.
- Senior Management Team:**
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|----------------------------------|---------------------|
| Chief Executive Officer: | Carol C. Katz |
| Chief Financial Officer: | Margaret R. Mantoni |
| Director of Operations: | Karen Jackson |
| Director of Sales and Marketing: | Susan Moore |
- Board of Directors:** go to www.LoomisCommunities.org

Community Overview:

Number of residents:	650
Number of employees:	650, including full-time, part-time, and per diem employees
Annual operating budget	\$35 million
Number of units:	Independent living: 423
	Assisted living: 94
	Skilled nursing: 134

Schedule of Fees:

Independent living: Entrance fees range from \$16,500 to \$335,000 and are partially refundable. Monthly service fees range from \$1,650 to \$3,790.

Assisted living: Entrance fees range from \$15,000 to \$27,000 and are partially refundable. Monthly service fees range from \$3,500 to \$5,350.

FOR MORE INFORMATION:

The Loomis Communities
Contact: Susan Moore
Director of Sales and Marketing
413-532-5325, ext. 186
smoore@LoomisCommunities.org

About the Loomis Communities:

Loomis House Retirement Community (Holyoke, MA) Loomis House Retirement Community is located at 298 Jarvis Avenue, Holyoke, MA. It is the first full-service continuing care retirement community to open in Massachusetts. It currently consists of 66 independent living apartments and 13 assisted living apartments.



Loomis House Nursing Center (Holyoke, MA) The Nursing Center is located on the campus of Loomis House Retirement Community. The Nursing Center provides skilled nursing care on a short-term or long-term basis for Loomis residents and residents of the general community. All Loomis Residents receive priority access to the Nursing Center.

The Loomis House Nursing Center is considered a national leader in the culture change initiative. Culture change involves bringing all who are involved in the nursing home culture – staff, management, residents, and families – to a new way of working that creates a humane environment supporting each resident's life, dignity, rights, and freedom. Culture change is about de-institutionalizing services and individualizing care.

The Nursing Center is Medicare and Medicaid certified and licensed by the Department of Public Health of the Commonwealth.

Loomis Village (South Hadley, MA) Loomis Village Retirement Community is located on a 27-acre site at 246 North Main Street, South Hadley, MA, four miles from the Loomis House campus in Holyoke. Loomis Village consists of 96 independent living apartments, 28 villas, 10 cottages, and 25 assisted living apartments. Loomis Village also has extensive community areas, dining options, a pool, and fitness center.

Loomis Village was developed in phases which opened in 1992, 1996, and 2004 respectively. It houses approximately 200 residents.



Applewood at Amherst (Amherst, MA) Applewood at Amherst Retirement Community is located at One Spencer Drive, on approximately 10 acres of apple orchard in South Amherst, in the heart of the five-college area. There are 103 independent living apartments with access to a full continuum of care within the Loomis Communities. This community first opened in 1991 as an independent non-profit organization, and became affiliated with Loomis in 1999.



Reeds Landing (Springfield, MA) Reeds Landing Retirement Community is located at 807 Wilbraham Road, on the East Campus of Springfield College. The newest member of the Loomis family, Reeds Landing was acquired in 2009 and is the largest of the four communities with 120 independent living apartments, 56 assisted living apartments, and a 42 bed skilled nursing center. The nursing center is Medicare- and Medicaid-certified and licensed by the Department of Public Health of the Commonwealth.



The Loomis Communities is fully accredited through the Commission on Accreditation of Rehabilitation Facilities-Continuing Care Accreditation Commission (CARF-CCAC), which assures the public that there has been an external third-party review of quality and financial stability.

The Loomis Communities is also a member in good standing of the American Association of Homes and Services for the Aging (AAHSA), the Massachusetts Aging Services Association (MassAging), and the Massachusetts Assisted Living Facilities Association (Mass-ALFA).

The Loomis Communities Promise

Following a series of meetings, focus groups, and brainstorming sessions involving residents, staff, management and Board members, The Loomis Communities has adopted a strategic plan with these five focus areas:

- Community Integration – To integrate with the neighborhoods in which our communities are located.
- Culture – To foster a culture of excellence that creates a high quality environment for living and working.
- Organizational Strength – To grow our organization to meet the future needs of older adults in our changing environment.
- Technology – To incorporate technology as a tool to improve quality of life.
- Wellness – To embrace whole-person wellness as a way of life for our residents and employees.