

BROAD REACH

HEALTHCARE

A Community of Care on Cape Cod



WHO WE ARE



BROAD REACH

HEALTHCARE



BROAD REACH

LIBERTY COMMONS



BROAD REACH

VICTORIAN ASSISTED LIVING



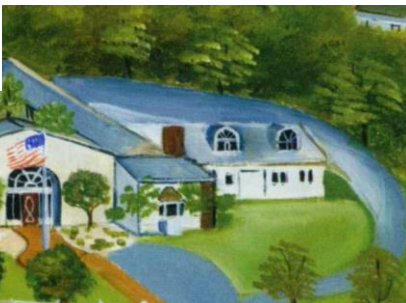
BROAD REACH

REHABILITATION CLINIC



BROAD REACH

HOSPICE



Opened November 1986
120-bed long-term care facility

WHO WE ARE



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LIBERTY COMMONS



<https://www.medicare.gov/care-compare/>



Over the Years

1989: Entered the Medicare Program

1995: Addition of 12 beds

1996: Entry into post-acute rehab.

1996: Establishment of Outpatient Physical Therapy Clinic (1st in State!)

2004: Development of post-acute rehab. suites and dedicated beds

2008: Expansion of Outpatient Clinic and Conversion of semi-private rooms

2009: Medical Rehab Program accredited by CARF

2012: Stroke Specialty Accreditation achieved

Entering Liberty Commons is like walking into a ritzy metropolitan hotel. The eye is greeted by opulent hanging plants, inlaid floors, hardwood paneling and sparkling chandeliers overhanging the first floor dining area. Beyond the dining area are two and a half stories of windows looking out onto a carefully landscaped court yard.



Entrance to Liberty Commons Nursing Home, Orleans Road, North Chatham.

It's not a hotel or a condominium, although the owners have had inquiries from individuals who thought it was. Liberty Commons is a skilled and intermediate care nursing facility, in common parlance, a nursing home. The deceptive appearance is part of its overall design, says owner/architect William Dobson.

"If people are going to stay here for a long time and we're going to be part of their life, we want to make it as nice as possible," Dobson said during an interview in his office off the nursing home's lobby. "We don't want people to come from a home in Chatham to Liberty Commons and feel they're living in a lesser environment."

The nearly \$4 million facility has been certified by the state for partial operations. As of this week, 20 of the eventual 120 beds were open, and Dobson said 15 of these beds are filled.

unique place Chatham is," he continued. "In the past, you go into a community to develop a nursing home and you get a lot of resistance. But people are very sophisticated here. Their concern was that the development was in keeping with the town."

Dobson said his experience as both administrator of nursing homes and an architect he designed Liberty Commons "gives me unique insight into how a nursing home should be designed."

LIBERTY COMMONS OPENS in CHATHAM





2024

- 132 skilled nursing & rehab beds
- 50 post-acute rehabilitation
- 80 long term skilled care

Licensed by

MA Department of Public Health
Accredited by CARF

How It's Paid For

Medicare, Medicaid (MassHealth),
Most 3rd Party Insurances,
Private Funds

Skilled Care Includes

IV Therapy, Wound Care, Physical,
Occupational & Speech Therapy
Bathing, Dressing, Nutrition Support

WHO WE ARE



BROAD REACH

LIBERTY COMMONS

By the numbers

750 Admissions per Year
500 Discharges Home
250 Long-Term & End of Life Care

From: Cape-Wide • Cape Cod
Hospital
Spaulding • MGH • Brigham
NE Baptist • Beth Israel Plymouth

Skilled Nursing Care → RN's, LPN's and Certified Nursing Assistants

Physical, Occupational, Speech Therapy
Social Workers, Mental and Behavioral Health Providers

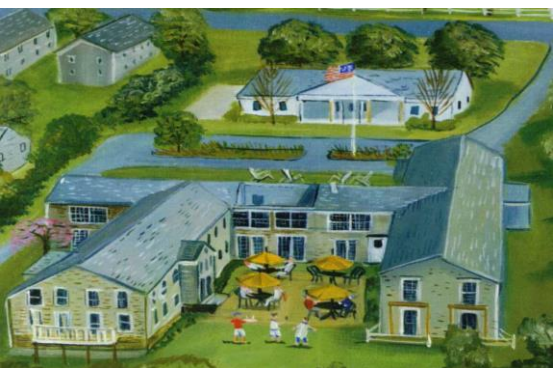
Recreation Therapy
Buildings & Grounds, Food & Beverage, Environmental Services



250 staff

24hours/7 days

Primary Care Physicians & Nurse Practitioners



2024

- 40 assisted living apartments
- studios
- 1 + 2 bedroom suites

Certified by

MA Executive Office of Elder Affairs

How It's Paid For

Private Funds • LTC Insurance

Services Include

Supportive Supervision & Oversight
Meals, Personal Care
Medication Management
Respite Care (2 week – 2 months)

WHO WE ARE



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VICTORIAN ASSISTED LIVING

By the numbers

50 Move-Ins per Year
14 Move Out for Skilled Care

From: Chatham & Lower Cape

Average Age: 90 (from 70-107)
25% Men • 75% Women • Couples



35 staff

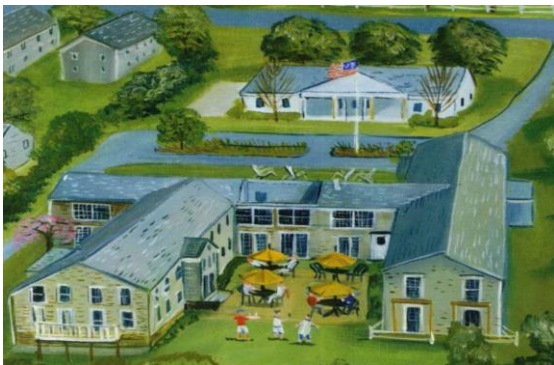
24hours/7 days

Executive Director

Wellness Nurses

Resident Service Assistants

Food & Beverage & Environmental Services



2024

Outpatient Rehabilitation Clinic

Certified by

MA Department of Public Health

How It's Paid For

Medicare & Private Insurance

Services Include

Physical Therapy, Occupational Therapy
Speech Therapy, with Lymphedema
and Pelvic Floor Specialists
Orthopaedic (hips, knees) & Post-Stroke
Hands-On Modalities
Emphasizing One-on-One Therapy

WHO WE ARE



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REHABILITATION CLINIC

By the numbers

30,000 patient encounters per year

From: Chatham & Lower Cape

100+ Referring Specialists and
Primary Care Physicians



30 staff

Physical Therapists
Occupational Therapists
Speech Therapists
Physical Therapy Assistants



<https://www.medicare.gov/care-compare/>

2024

Hospice Agency

Certified by

MA Department of Public Health

How It's Paid For

Medicare

Conditions Include

Cancer	11%
Dementia	35%
Stroke	10%
Circulatory/Heart Disease	15%
Respiratory disease	4%

WHO WE ARE



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HOSPICE

By the numbers

-> 90-100 patients on service on any given day

In: Private homes
Skilled Nursing Facilities
Assisted Living &
Supportive Care Residences

From: Mashpee to Provincetown
...and everywhere in between.



Hospice Services Include

Skilled nursing visits.
Patient and family support,
education and care coordination.
All aspects of personal care assistance.
Companionship and alternative
therapies.
Rehabilitation and nutritional services.

Physicians & Nurse Practitioner

50 staff

RN Case Manager

Home Health Aides

Social Worker

Pastoral Counselor

Grief Care & Bereavement

Volunteers



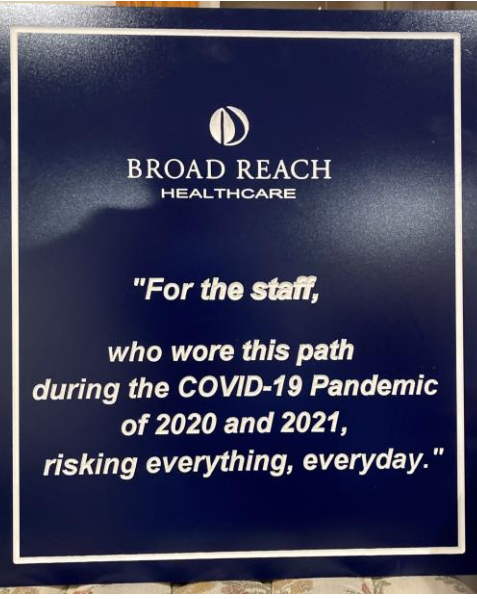
The Pandemic Pause: 2020 -



The Boston Globe

The tragedy of the coronavirus and a Salem nursing home

By [Laura Krantz](#), [Laura Crimaldi](#) and [Robert Weisman](#) [Globe Staff](#) Updated May 16, 2020, 2:49 p.m.



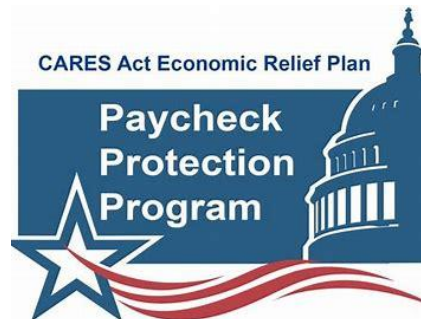


The Pandemic Pause: 2020 -

State & Federal Government In Action



155 Unique Elements of Regulatory Direction
(in addition to Reporting Requirements)



A Uniquely Different Experience



 Centers for Disease Control and Prevention
CDC 24/7. Saving Lives. Protecting People™

Search

Nursing Homes and Assisted Living (Long-term Care Facilities [LTCFs])

CDC > Long-term Care Facilities (LTCFs)

Long-term Care Facilities (LTCFs)

Clinical Staff Information +

Be a Safe Resident

Infection Prevention Tools +

Infection Prevention Stories

Health Department R LTCFs

Infection Prevention Success Stories

[Print](#)

CDC is learning from the experiences of long-term care facilities, nursing home partners and public health departments as they successfully respond to COVID-

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[What's this?](#)

On this Page

Building trust with residents and families is essential.

Broad Reach Health

When visitor and access limitations were implemented at Liberty Commons skilled nursing facility in Massachusetts, leadership knew that the fear of the unknown could be more paralyzing than any realities. Broad Reach decided right away to communicate regularly, across the board, with families, residents, and staff alike. The response, they say, has been "nothing short of overwhelmingly positive."

To communicate with families and residents, the team at Liberty Commons opted for automated voice messages, which had long been part of its emergency preparedness plan. The messages are also posted on the facility's website every day and shared on social media. The website shows ongoing aggregate COVID-19 testing results for both residents and staff; information about PPE procurement and recoveries from COVID-19; and "human interest" updates, especially as they relate to visitor restrictions and isolation precautions. A key communication success has been the implementation of a dedicated "info" email address and voicemail for families to leave questions, promising response within a business day.

Broad Reach says there has been no backlash or perception of information being withheld, and frontline staff has not had to field as many calls about what's happening. When two residents tested positive for COVID-19, the response remained

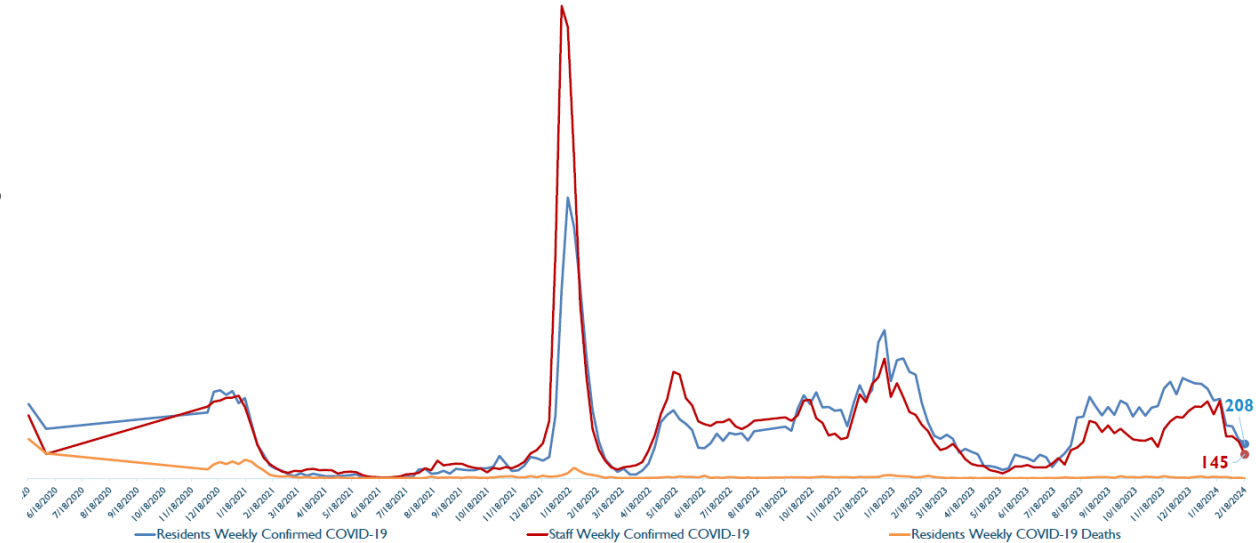


Resident and Staff Weekly COVID-19 Cases: May 18, 2020 – February 18, 2024

Data for week ending 2/18/24
Resident Cases = 208, Staff Cases = 145
COVID-19 Related Deaths = 0

Forward to 2024

- Pandemic is “over” (but COVID’s not “gone”).
- Radical Changes in Healthcare & Healthcare’s Workforce.



- *20% Loss of Workforce*
- *Consumer and Patient Experiences Plummet*
- *Occupancy/Utilization/Demand Explodes*

Drilling down...



MASSACHUSETTS
Health & Hospital
ASSOCIATION

THROUGHPUT SURVEY REPORT



January 2024 Data:

912 Awaiting Discharge
Statewide

536 to SNF

37 to LTACH

21 to IRF

318 to Home Health

40 HOSPITALS REPORTING

Patients Awaiting Discharge by Service Type
Percent of Patients Waiting over 30 Days

	Home Health	LTACH/IRF	SNF
February	17%	39%	52%
March	43%	43%	49%
April	31%	51%	52%
May	36%	40%	53%
June	0%	43%	47%
July	12%	38%	43%
August	20%	33%	48%
September	21%	42%	43%
October	28%	33%	44%
November	18%	30%	42%
December	14%	37%	44%
January	11%	38%	42%

- **Patients Accessing Hospitals For More**
- **Hospital Patients Boarded in Emergency Dept's**
- **Increased Pressure for Hospital Discharge**
 - Insurance Red Tape
 - Longstanding System Instabilities Exacerbated

Drilling down...

- **Broad Reach Referral Volumes and Wait Times ▲**
 - **Short Term Rehab.**
 - **Long Term Care Beds**
 - **Hospice Services**
- **Addressing Workforce Challenges Differently**
 - **“Work Life Balance”**
 - **Wages, Benefits, Working Conditions**
 - **Cape Cod’s Recruitment and Retention Hindrances Worsen**
 - **Especially Housing**



OUR VISION

A vibrant year-round community where everyone has a stable place to call home.

OUR MISSION

Housing Assistance strengthens the Cape Cod and Islands region by empowering individuals, fostering community connections, and increasing affordable housing opportunities.

Shelter Stats



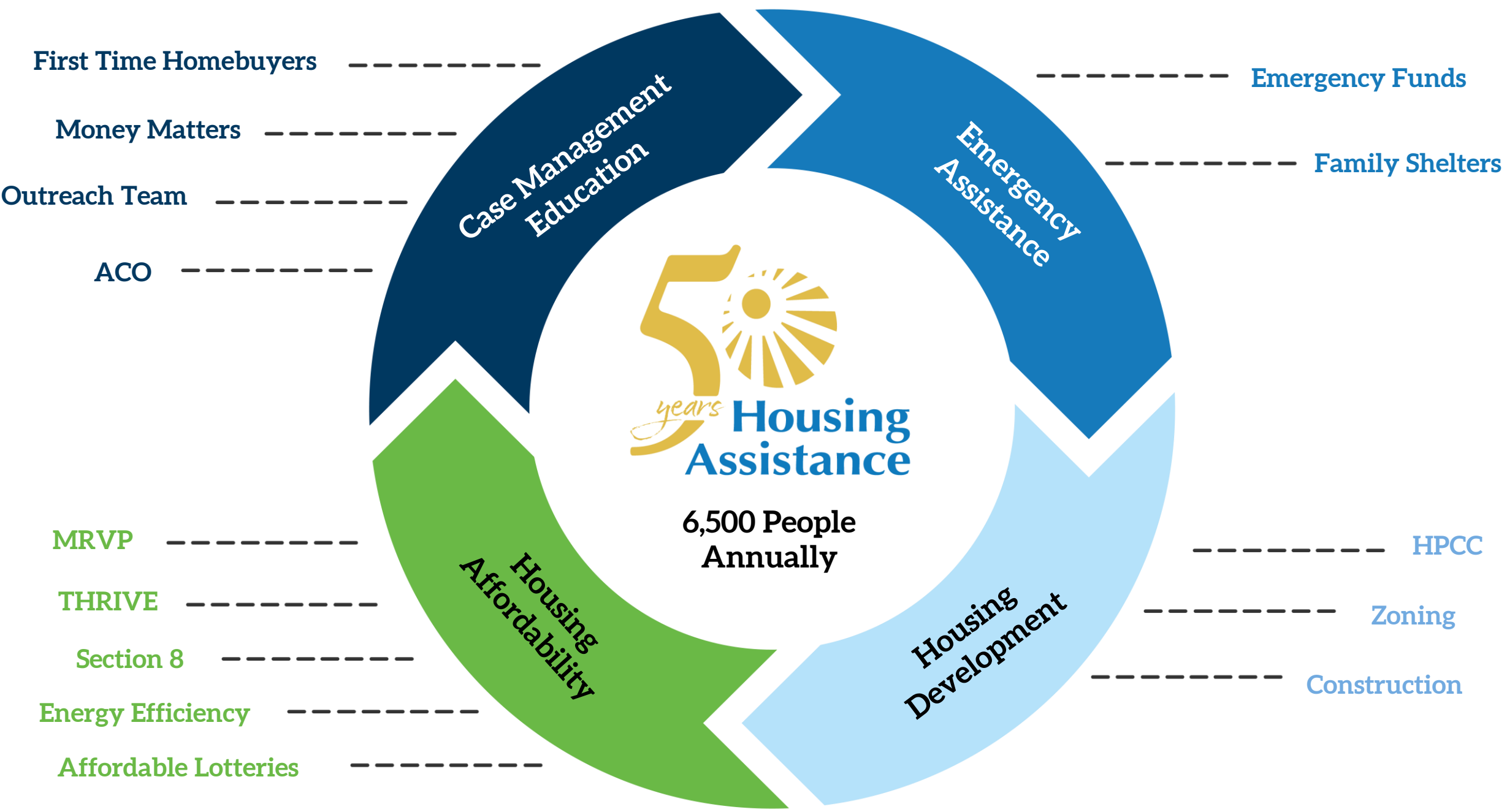
- In 2022, we served more than 236 people including 138 children.
- An average stay ranges from 9 months to 12 months.
- Every family is required to participate in education and housing case management.

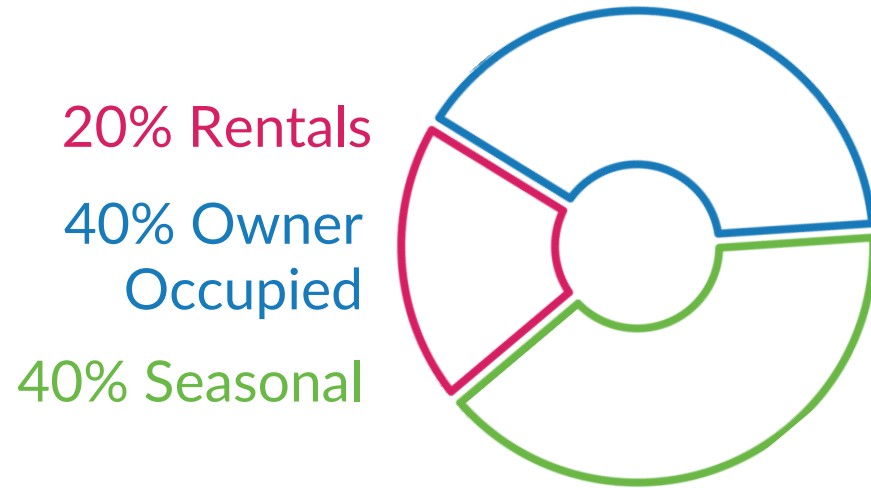
What We Do

Housing Assistance has helped more than 6,000 Cape & Islands residents in 2022:

- 2,382 families secured in year-round housing
- 2,043 people connected to services and education

We are also the largest developer of affordable housing on the Cape & Islands, creating 585 units since 1978 with 208 new units in the pipeline.





is zoned to allow for
multi-family development

The Housing Market



It take just
2 months
for average short-term rents to
exceed average year-round rents



80%
are Single Family Homes

Buying Power of Our Workforce



ACCOUNTANT
\$75,000

120% AMI

I can afford to
RENT: \$1,875
BUY: \$300K



TEACHER
\$60,000

100% AMI

I can afford to
RENT: \$1,500
BUY: \$240K



ASST. BRANCH MGR.
\$50,000

83% AMI

I can afford to
RENT: \$1,250
BUY: \$200K



LANDSCAPER
\$40,000

67% AMI

I can afford to
RENT: \$1,000
BUY: \$160K

[Median Home Price: \$795,000, Income Needed to Purchase: \$210,000]

[2-Bedroom Rental: \$2,500/month, Income Needed to Rent: \$90,000/annually]

*Rent affordability = 30% monthly income



Our vision is a Cape Cod with a variety of housing types to fit the needs and resources of all residents without sacrificing the natural beauty we have worked so hard to protect.





HOUSING to
PROTECT
CAPE COD

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If You Need Us...



BROAD REACH
HEALTHCARE

Senior Leadership

Admissions / Service Access

Liberty Commons

- Stefanie Murray, Director of Admissions & Marketing
- StefanieMurray@BroadReachHealth.org
- 508.945.1611 x247

The Victorian Assisted Living Residence

- Kayla Bettencourt, Executive Director
- KaylaBettencourt@BroadReachHealth.org
- 508.945.1211 x3960

Broad Reach Hospice

- Maureen Casale, Director of Admissions
- MaureenCasale@BroadReachHealth.org
- 508.945.4601

Broad Reach Outpatient Rehab.

- Donna Gallant, Reception & Admin Support
- DonnaGallant@BroadReachHealth.org
- 508.945.9601

Jason Lavalley, Administrator (Liberty Commons)

- JasonLavalley@BroadReachHealth.org

Kayla Bettencourt, Executive Director

- KaylaBettencourt@BroadReachHealth.org

Jamie Nunes, Administrator (Hospice)

- JamieNunes@BroadReachHealth.org

Michael Kennally, Outpatient Rehab. Dir.

- [Mick Kennally@BroadReachHealth.org](mailto:MickKennally@BroadReachHealth.org)

Donna LaHaie, Chief Financial Officer

- DonnaLaHaie@BroadReachHealth.org

Chris Jones, Chief Operating Officer

- ChrisJones@BroadReachHealth.org

Bill Bogdanovich, President/Chief Executive Officer

- BillBogdanovich@BroadReachHealth.org

OUTPATIENT REHAB CLINIC
HOSPICE AND PALLIATIVE CARE



BROAD REACH

HEALTHCARE

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