

# Living Longer and Better

**Blakeford at Green Hills** redefines retirement for a new generation.

In the early 1990s, a group of Nashville citizens banded together, concerned about the lack of quality senior living options in Music City. Their visionary thinking paid off: In 1996, the first Blakeford residents moved into their apartments in Green Hills—and established a vibrant, caring community that endures today.

Blakeford at Green Hills is a not-for-profit Life Plan Community that provides a full continuum of care—independent living, assisted living, short-term rehabilitation, and long-term nursing care—all at one location, allowing seniors to enjoy their retirement years in an environment that supports and enhances their lives. Located in a verdant Nashville neighborhood, Blakeford's campus is just minutes from shopping, restaurants, and more.

"There's really no other place like this in Nashville. The data is definitive: People who move into a continuing care community live longer. At Blakeford, they also live better," says Brian Barnes, Blakeford's president and CEO. Retirement at Blakeford can be surprisingly affordable, he adds, with a wide range of financial arrangements possible.

## Big Changes

Blakeford is in the midst of celebrating its first 25 years with an expansion and renovation project that will align the community closely with the desires and expectations of aging baby boomers. "This generation wants choice," says Barnes. "They want to always be growing and learning. They embrace wellness—not just physical wellness, but spiritual and social wellness, too."

Opening in 2022, the expansion

will add 51 spacious one- and two-bedroom independent living apartments, all with large windows and natural decor. There will be a rooftop bar and event space for socializing, lectures, and classes, and an art and woodworking studio. A state-of-the-art wellness center will feature a full roster of fitness, aquatics, Pilates, and yoga classes along with an indoor pool. The new wellness center will also include a salon and spa for Blakeford's residents and their four-legged friends.

And then there are the enhanced dining options for the whole campus.



"In the world of senior living, the three most important elements are food, food, and food," quips Barnes.

"All dining areas are getting a complete facelift. Residents will have access to a wide range of dining options, from a formal restaurant to a bistro to a grab-and-go market."

The project also includes a new secure memory care neighborhood for residents living with dementia. "This is a boutique, personalized approach to care—just two floors, with 12 residences per floor," says Barnes. "Couples don't always follow the same path as they age; one might need advanced nursing or memory care, and the other might feel overwhelmed by caring for them. At Blakeford, spouses can get the exact care they need while living close to each other."

The Blakeford team is proud of its growth, independence, and commitment to meeting the needs of a new generation of seniors. "The children of some of our original residents have joined the Blakeford family now," says Barnes. "That's a great feeling."

Established in 1996, Blakeford at Green Hills is a wholly owned subsidiary of Blakeford Senior Life, a not-for-profit provider of senior residential living and services, including Blakeford at Green Hills;

Blakeford At Home, a licensed provider of nonmedical caregiving services; and LiveWell By Blakeford.

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