



# Assisted Living 2000 - Practical Strategies For the Next Millennium

*Jim Moore*

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*Assisted Living 2000 - Practical Strategies for the Next Millennium* is the second book in Moore's *Trilogy of Assisted Living Strategies*. His last book, *Assisted Living - Pure and Simple Development and Operating Strategies*, was a best seller in the industry.

The 34 chapters and more than 325 pages of *Assisted Living 2000* covers leading edge information on strategies, tactics, industry benchmarks, rules of thumb, current trends and future marketplace impacts. Learn pure and simple winning strategies and money making ideas communicated with sophisticated simplicity. Real world problems are identified and cost-effective, practical solutions are provided.

The book provides convenient "random access" for the reader. This means that you can scan the detailed table of contents and jump to the chapter addressing the specific issue of interest to you on any given day. The book strikes a delicate balance between leading edge ideas and theories combined with proven experience and trends observed consistently in the marketplace. These observations are the culmination of a 16-year odyssey where Moore has been in an average of three senior housing markets a week, 50 weeks a year. During Moore's work, he has lived briefly in more than 30 senior living communities in an attempt to get as close as possible to the resident, the front line staff and the local competition.

Portions of this book are based on the monthly column written by Jim Moore entitled *Assisted Living/Senior Housing* appearing in *Contemporary Long Term Care Magazine* - a leading industry periodical. Moore has been authoring this column for more than seven years.

A unique feature of the book is the detailed profiling of a typical 80 unit assisted living project; using industry comparable and financial factors that are representative of existing projects in approximately 70 percent of the U.S. markets in the 1998 time frame. Financial factors are presented in 1998 dollars using the prevailing interest rates of that time period.

For the experienced senior housing professional and their staff, this book can be a useful checklist of appropriate strategies and initiatives. For those who are new to our industry, it can act as a strategic planning handbook.

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