

SMART MOVES

A five-star experience

Top-of-the-line furnishings and amenities are just some of the reasons why Remington Medical Resorts 'guests' are often reluctant to leave



Short-term rehab was never like this: Remington Medical Resorts more closely resemble upscale hotels than healthcare settings.

The new face of short-term rehabilitation is taking shape deep in the heart of Texas. It combines modern décor, high-end furnishings, advanced technology and a host of amenities to create a climate of luxury and comfort for those in need of physical and occupational therapy.

This new concept is instantly evident with the completion of facilities in San Antonio and Richardson, TX, owned by Remington Medical Resorts. The settings more closely resemble upscale hotels than medical centers. Management at the Austin, TX-based Remington is convinced that the "Resorts" description in the company name accurately depicts a hospitality-based

approach to rehabilitation, starting with the practice of calling clients "guests" rather than "patients" or "residents."

Remington CEO Mark Fritz sums it up this way: "Until they actually walk in our facilities, people think it's a five-star hotel. Because this is for short-term rehab, our clients are like guests in a hotel. Everything about the surroundings, including the lexicon used by our staff, creates an environment that promotes hope and the healing process."

Opened last year, the San Antonio facility features 60 beds, while Richardson's has 90 beds. Both are positioned as "progressive" models that marry healthcare and hospitality with the amenities of a

luxurious resort. These include private suites with a bath and shower, refrigerator, flat-screen TV with cable, desk with wired and wireless internet access, room service meals, daily housekeeping services, multi-line telephone with voicemail, and a complimentary newspaper delivered upon request. In addition, guests have access to an Internet café and coffee shop, library, and living room with a cozy fireplace.

This ultra-modern model focuses on the baby boomer demographic—not in the conventional sense as children of parent residents, but as active users of the services. Now into their 60s, boomers are increasingly in need of rehabilitation due to orthopedic surgeries,

ABOUT THIS SERIES

Aging physical facilities are a widespread challenge facing long-term care operators today. Each **SMART MOVES** installment offers a variety of ways to transform your community, while also improving your residents' quality of life.

mainly knee and hip replacements. Remington has gauged the average short-term rehab stay as just under two weeks.

Fritz spent the past 20 years fostering the development of a hospitality-meets-healthcare model with San Antonio and Richardson. Creating the concept took extensive research and attention to detail, Fritz said. This entailed developing an appropriate design scheme for each community and selecting critical furnishings like beds and desks for the guest rooms.

"We spent a lot of time studying each market to come up with interiors that reflected each community. San Antonio has a stucco look and feel, while Richardson reflects the glitter of North Dallas," he said. "We

SMART MOVES

tested the beds and mattresses by taking them home and sleeping on them.”

Bed essentials

Stevens Point, WI-based Joerns Healthcare worked closely with Remington on various facets of facility furnishings, including finding the right guest room bed. Senior Product Manager J.B. Risk describes the bed search process: “We created an advisory panel of Remington personnel to gain crucial feedback around their needs. They spent a tremendous amount of time looking at their options before settling on the UltraCare® XT bed, which is specifically configured to support the rehab client.”

The bed can be fitted with the ultrawide extension kit that widens it from 35 inches to nearly 42 inches, creating an extra dimension of comfort and safety. This feature turned out to be a difference maker for Remington in attracting customers, said Mark Kuban, Joerns’s Dallas-based account executive.

“Wide beds are crucial because the extra width allows them more room to reposition, and provides more comfort,” he said.

Joerns was also instrumental in creating special desk-and-chair sets for the rooms. Specifically, Remington wanted a chair that slides easily under the desk so guests could sit comfortably and use their computers. When an extensive search for the right chair didn’t yield the right product, Joerns custom-built a tandem that worked perfectly.

“Because our customers are buying directly from us, the manufacturer, we have the capability to create custom products to fit their needs and this is a great example of that,” Risk said.

Fritz acknowledges that the special beds and attractive environment have been successful



Design schemes are tailored to meet each community’s needs and preferences.

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Mark Fritz, CEO, Remington Medical Resorts

to a fault—at least in the 60-bed San Antonio facility.

“The biggest problem we have is getting people out because others are waiting to get in,” he said.

Consequently, the 90-bed model used in Richardson is now the template for future developments, including ones to be constructed in Denver, CO and Sugar Land, TX.

Constructing a climate

Terri Bray, Remington’s director of administration, helped bring the corporate vision to life. On the design front, she played a role in helping to create the ornamental themes of each facility — for San Antonio it is stucco, art deco and clay roof architecture with interior

color schemes that reflect the culture of the city; for Richardson, it is upscale brick and cast stone textures; and for Denver it is capturing Rocky Mountain views from the verandas.

Technology is also an integral part of the Remington facilities’ operations. An advanced electronic medical records program is the centerpiece of a sophisticated IT system that has computer kiosks on every floor and in the training rooms as well as automated temperature controls. Exercise equipment is leading edge in rehabilitation; and the therapy pool is the same one used by the San Antonio Spurs and Dallas Mavericks.

Both Bray and Fritz praised Joerns Healthcare for providing solid support on the proj-

ects, citing their attention to detail, willingness to re-design furniture to meet their specific needs, working on pricing to keep the company within the budget, maintaining on-time deliveries and following up on all tasks.

“What I really liked about Joerns is that they worked closely with us on everything we did,” Fritz said. “They looked at us as doing something new and different and they really wanted to be a part of it.”

To create a five-star hotel ambience, Remington patterned itself after a hotelier with a reputation for excellence: the Ritz-Carlton. Using that prestigious name isn’t an idle boast either, says Patrick Coker, Plant Manager at Richardson.

“It definitely lives up to the billing,” said Coker, who has worked in engineering for several major hotel chains. “Guests are given the opportunity to enjoy themselves in plush surroundings while they recover. This is something very new and it is really exciting to be a part of it.”

Keith Saenger, Joerns’ regional manager for the Central U.S., led the sales team’s efforts in getting the Remington facilities properly equipped.

“Expectations are higher than they used to be in the marketplace and as that continues, we will see more innovation and levels of quality improving,” he said. “Working on the Remington projects has been a perfect fit with Joerns’ mission statement to ‘redefine the environment in which care is delivered.’” ■

SMART MOVES is sponsored by Joerns Healthcare. Learn more at www.joerns.com





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