



N E W S

RELEASED

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CONTACT

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Rowley's Sea View aces state's satisfaction survey

ROWLEY—When asked whether they would recommend Sea View Retreat to friends, 100% of those responding to a 2009 Massachusetts Department of Public Health survey said that they would. Participants in the survey had spouses, parents, and other family members who were residents at the Rowley skilled nursing facility, which provides long-term care and rehabilitation services. The results placed Sea View among the state's top nursing homes.

Run in conjunction with Medicare, the state's DPH administers a Nursing Home Satisfaction Survey every other year to gauge how consumers assess the care being provided at facilities. Sea View consistently yields high scores in the survey.

"We are so pleased to have the endorsement of family members," says Stephen Comley, Sea View's administrator and the third generation of the Comley family to own and operate the facility. "They have entrusted us to care for their loved ones and understand, more than anyone, how seriously we take that obligation to heart."

For the satisfaction survey, family members of nursing home residents across Massachusetts used a scale of 1-5, with 1 being "very dissatisfied" and 5 being "very satisfied," to respond to questions relating to the quality of staff, the needs of residents being met, the physical environment, personal care, activities, food and meals, and residents' rights. Sea View received an average 4.71 for overall satisfaction, which places it among the top 6% for facilities statewide. For perhaps the most telling survey item, whether respondents would recommend the nursing home, Sea View's perfect score of 5 is statistically higher than the average by a wide margin.

As part of the survey, respondents were given an opportunity to provide comments. Among the statements family members made about Sea View were the following:

“They really care and do their best to maintain [residents’] health and happiness.”

“The aides are hard-working and very considerate as well as respectful. They are kind, patient, and attentive [with the residents].”

“The kitchen staff is great and the food is wonderful.”

“...all of the nurses and aides are just great....They treat the residents as if they were their own family.”

“We are very grateful for the loving, personal approach practiced at Sea View Retreat.”

In addition to the family satisfaction survey, the DPH also sends a team of professionals to inspect licensed skilled nursing facilities each year and determine compliance with quality measures and other regulatory standards. For 2009, Sea View merited a “perfect” inspection with zero deficiencies. The DPH inspection results also place Sea View among the best facilities in the state.

Sea View Retreat is a 62-bed residential nursing facility in Rowley, MA, that provides care for chronically ill and frail elders. It also offers subacute care for patients recovering from an illness or serious accident. Housed in a former mansion on a lovely 200-acre campus, the facility features an inviting and unique ambiance. A bit of an anomaly in an era of mostly corporate-owned, large, and impersonal facilities, Sea View’s warm, home-like charm continues a tradition of compassionate care begun more than fifty years ago by the Comley family.

To better serve the needs of the community and provide a place where seniors can age in place and get the care they need, Sea View is in the midst of an expansion program. A 45-unit assisted living center, which will include an Alzheimer’s care wing, is under development. A gatehouse on the campus was recently renovated and converted into five independent living apartments, and plans call for more apartments in a future phase. The existing nursing facility will get an additional twelve beds along with a larger rehabilitation gym and a therapeutic lap pool to provide more intensive short-term, subacute care.

For more information about Sea View Retreat and the DPH surveys, please contact Stephen Comley at 978-948-2553. Info about Sea View Retreat is available online at seaviewretreat.com.

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SeaView expansion will meet aging boomers' needs

ROWLEY—Starting in 1954, SeaView Retreat has offered comfort and care to the area's older adults as well as their families. The skilled nursing facility continues to serve the community under the guidance of third-generation owner and administrator Stephen Comley II.

Much has changed, however, since Comley's grandparents founded SeaView in Rowley's elegant Fenno mansion—not the least of which is the coming wave of graying baby boomers that will be requiring care and seeking options with a 21st-century sensibility. To address the demographic shift, SeaView is embarking on an expansion plan that will transform the 200-acre property into a multi-facility campus where older adults will be able to seamlessly age in place

Additional beds and expanded rehab program

The first phase of the expansion program is focusing on the existing skilled nursing facility and will add twelve beds to provide more intensive short-term care. Providing a bridge between the hospital and home, the additional beds would give patients recovering from hip surgery, joint replacements, brain injuries, strokes, and other ailments the opportunity to recuperate, regain strength, improve mobility, and become independent with the help of an expanded rehabilitation department.

Plans call for doubling the size of the rehabilitation gym and adding state-of-the-art therapeutic equipment. SeaView will also introduce a low-impact lap pool as part of its therapy repertoire. In addition to offering an expanded rehabilitation program to short-term residents, SeaView will make its rehabilitation services available on an outpatient basis. Comley expects to break ground this winter and open the new wing in early 2012.

Other changes and enhancements would be made throughout the existing nursing and rehabilitation facility to improve the quality of life for SeaView's residents. For example, a lovely

conservatory, which is now under construction and is expected to be completed by the end of this summer, will provide a new space for activities and expanded dining services. Featuring glass walls and ceiling, the airy, sun-filled conservatory will provide dramatic views of the forest that surrounds the facility. SeaView will invite community groups to use the new room for meetings, presentations, and other functions.

Assisted living facility

Also part of the expansion's first phase and expected to open its doors in early 2012 would be a 45-apartment assisted living center. Intended for older adults who are largely independent but seek some supportive services as well as a community of their peers, SeaView's assisted living facility will offer recreational and social activities along with dining services and help with activities of daily living.

Each apartment will have one bedroom, a full bath, limited kitchen, and a living room. Amenities would include a library, fitness center, chapel, activity areas, beauty salon, wellness center, and pub. Residents would be able to choose the number of meals they would care to eat in the well-appointed dining room. The assisted living center will be built adjacent to the existing skilled nursing facility, and residents will have easy, indoor access to both facilities.

Ten of the beds at the assisted living facility will be part of an Alzheimer's wing. The unit will offer specialized care for residents with dementia and other memory impairments. The wing will be designed to accommodate the unique needs of individuals with Alzheimer's disease, and trained staff will create a warm, safe, and nurturing environment to minimize residents' anxieties and frustrations and to engage them in a stimulating, consistent routine.

Independent living apartments

SeaView renovated and converted a gatehouse on the campus into five independent living apartments. The one-bedroom units were made available starting in early 2010. Perched high on Mansion Drive, the apartments offer striking "sea views" of Plum Island Sound. The independent living complex is located next to Grand View Farm and overlooks horse paddocks and a dressage arena.

The apartments, which offer full kitchens, living rooms, and bathrooms, include light housekeeping and monitoring systems. Personal aides and nursing care as well as a menu of other services are available to residents. Independent living residents will have full access to the

activities offered through the assisted living center and will have the option to eat up to two meals daily in the assisted living center's main dining room.

A future phase of the expansion project would include a second independent living facility with an additional 20 units. Units would be configured as one- and two-bedroom apartments and would be housed in separate duplex buildings with attached garages.

Worry-free aging

The expanded SeaView Retreat campus would give those seeking life changes on the North Shore a wide array of living and care opportunities. "With this expansion, I will be able to continue, and improve upon, the mission started by my grandparents in the 1950s," says Comley. "SeaView Retreat will touch the lives of older adults in new ways, and will allow them to age with dignity and without worries in one place—a continuum of care."

Sea View Retreat is a 62-bed residential nursing facility in Rowley, MA, that provides care for chronically ill and frail elders. It also offers subacute care for patients recovering from an illness or serious accident. Housed in a former mansion on a lovely 200-acre campus, the facility features an inviting and unique ambiance. A bit of an anomaly in an era of mostly corporate owned, large, and impersonal facilities, Sea View's warm, home-like charm continues a tradition of compassionate care begun more than fifty years ago by the Comley family.

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F A C T S about the SeaView expansion

Current Nursing and Rehab Facility

- 62-bed residential nursing center.
- Provides long-term care for chronically ill and frail elders.
- Offers short-term care as a transition between the hospital and home.
- Opened in 1954.
- Owned and operated by third-generation Comley family member, Stephen Comley II.

Expanded Nursing and Rehab Facility

- 12-bed addition targeted to residents requiring short-term care.
- Rehabilitation gym will double in size.
- Addition of therapeutic low-impact pool.
- Timeline for rehab gym expansion and 12-bed addition: Break ground in early 2011 and open in 2012.
- Two-story conservatory now under construction scheduled to open by September 2010.

Assisted Living Facility

- New facility with 45 one-bedroom apartments.
- Features to include restaurant-style dining room.
- Residents will have access to medical and care services of nursing facility.
- Ten of the units will be part of an Alzheimer's/dementia care wing.
- Timeline: Break ground early 2011 and open in 2012.

Independent Living Apartments

- Converted gatehouse with 5 one-bedroom apartments opened in early 2010.
- Second 20-unit facility planned for future expansion phase (timeline TBD).