

EAST ALABAMA MEDICAL CENTER FOUNDATION

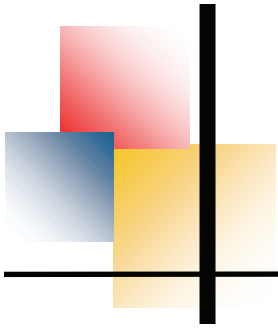
ALZHEIMER'S CENTER PROJECT FOCUS GROUP GUIDE



East Alabama Medical Center

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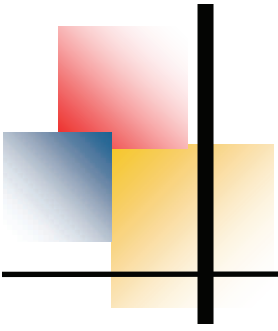




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FOCUS GROUP QUESTIONS

1. IS THERE A NEED FOR A 64-BED ALZHEIMER'S HOME IN OUR COMMUNITY?
 - A. DO YOU FEEL THE OPELIKA-AUBURN COMMUNITY CURRENTLY HAS ADEQUATE FACILITIES TO ACCOMMODATE DEMENTIA PATIENTS?
 - B. IF YOU HAD A FAMILY MEMBER WITH DEMENTIA WOULD YOU BE WILLING TO PLACE THEM IN A SPECIALIZED HOME; OR WOULD YOU PREFER TO CARE FOR THEM AT HOME?
 - C. WHAT AMENITIES, FLOOR PLAN, AND STAFFING WOULD NEED TO BE OFFERED TO MAKE YOU FEEL COMFORTABLE WITH THE FACILITY?



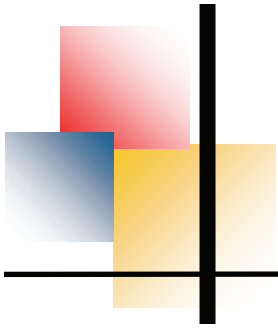
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2. ARE THERE ENOUGH PATIENTS TO FILL THE BEDS?
 - A. CAN THE LEE, MACON, RANDOLPH, RUSSELL, CHAMBERS, AND TALLAPOOSA COUNTIES PROVIDE ENOUGH PATIENTS TO FILL A 64-BED FACILITY?
 - B. WHAT WOULD IT TAKE FOR US TO COMPETE WITH COLUMBUS, GA AND MONTGOMERY, AL DEMENTIA FACILITIES?
 - C. DOES EAMC HAVE A STRONG ENOUGH REPUTATION IN SENIOR COMMUNITY CARE TO DRAW PATIENTS?
 - D. WHAT DO YOU SEE AS CURRENT WEAKNESSES IN THE EAMC SENIOR CARE AREA?
 - E. DOES EAMC HAVE ADEQUATE PHYSICIAN SERVICES FOR THE SENIOR COMMUNITY?
 - F. IS THERE NEED FOR A GERIATRICIAN?
 - G. IS THERE A NEED FOR SPECIALIZED DEMENTIA ASSESSMENT AND DIAGNOSTICS?



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3. ARE THERE ENOUGH PATIENTS THAT CAN AFFORD A PRIVATE PAY FACILITY OF THIS TYPE?
 - A. THE COST OF CARE IS ONLY COVERED BY SPECIFIC LONG TERM CARE INSURANCE POLICIES OR PARTIALLY COVERED BY VETERANS BENEFITS. DO YOU SEE THIS LACK OF SUBSIDIZED FUNDING AS A PROBLEM?
 - A. DEMENTIA PATIENTS OFTEN ARE IN GOOD PHYSICAL HEALTH AND PATIENTS CAN POTENTIALLY BE A RESIDENT FOR SEVERAL YEARS. WILL THIS BE A FACTOR IN PLACING FAMILY MEMBERS IN A FACILITY?
 - C. WHERE SHOULD THE FACILITY BE LOCATED?
 - D. IS THERE ENOUGH PRIVATE FUNDING LOCALLY TO SUPPORT A MINIMUM \$4,000,000 CAPITAL CAMPAIGN TO BUILD A SPECIALIZED DEMENTIA FACILITY?
 - E. WHAT DO YOU SEE AS ROADBLOCKS TO RAISING THE FUNDS?
 - F. WHAT WOULD MAKE POTENTIAL DONORS FEEL THAT THIS PROJECT IS IMPORTANT ENOUGH TO MAKE MAJOR DONATIONS? I.E. NAMING OPPORTUNITIES.



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ALZHEIMER'S PROJECT QUICK FACTS

IS THERE A NEED?

- ALZHEIMER'S DISEASE IS THE MOST COMMON FORM OF DEMENTIA OCCURRING MOSTLY IN INDIVIDUALS 60 OR OLDER.
- 10% OF THE POPULATION OVER AGE 65 WILL HAVE SOME FORM OF DEMENTIA.
- ALABAMA CURRENTLY HAS 57,000 DOCUMENTED CASES OF DEMENTIA.
FROM THE YEARS 2000 – 2004 DEATHS FROM ALZHEIMER'S DISEASE SHOT UP 33%.

WHAT ARE SOME OF THE CHALLENGES DEMENTIA PATIENTS FACE?

- Accepting the diagnosis
- Communication
- Day-to-day functions
- Sleep problems
- Hallucinations and delusions
- Wandering
- Home safety
- Driving
- Doctor visits
- Coping with the holidays

PROSPECTIVE PATIENT FACTS AND FIGURES

- WE WILL SEE 5,487 FAMILIES IN THE LEE COUNTY, MONTGOMERY, AND COLUMBUS POPULATIONS SEEKING A FACILITY TO CARE FOR THEIR LOVED ONES.
- IN ADDITION, IF WE INCLUDE CHAMBERS, MACON, AND RUSSELL COUNTIES THERE WILL BE AN ADDITIONAL 1,584 FAMILIES SEEKING CARE FOR THEIR LOVED ONES.
- TOTAL NUMBER OF POTENTIAL FAMILIES SEEKING QUALITY CARE FOR THEIR LOVED ONES: 7071.
ESTIMATED 6,771 POTENTIAL RESIDENTS FROM THESE FAMILIES.



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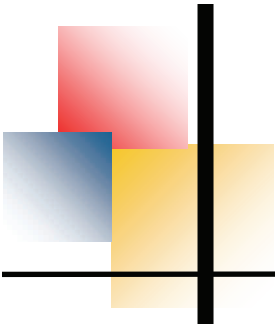


AS WE LOOK TO DESIGN AND CONSTRUCT OUR NEW ALZHEIMER'S FACILITY, WE FELT IT WAS IMPORTANT TO FIND CURRENT FACILITIES SIMILAR TO WHAT WE HOPE TO CONSTRUCT HERE IN EAST ALABAMA. ONE SUCH SITE WAS THE JOHN MCCLURE SNOOK REGIONAL ALZHEIMER'S CENTER IN DAPHNE ALABAMA. THIS FACILITY CURRENTLY SERVES AS A LOOSE IDEA OF THE DIRECTION WE COULD CHOSE TO MOVE IN AS THE PROJECT PROGRESSES.

MODEL FACILITY FACTS

JOHN MCCLURE SNOOK REGIONAL ALZHEIMER'S CENTER – DAPHNE, AL

- 2.9 MILLION DOLLARS WAS RAISED TO FUND THE EFFORT IN JUST ONE YEAR.
- TOOK NINE MONTHS TO BUILD, AND WAS OPENED IN FEBRUARY OF 2004.
- FACILITY WAS FULL TO CAPACITY BY JANUARY OF 2005, WITH 16 MORE BEDS BEING ADDED AS A RESULT.
- RESIDENTS HAVE A VARIETY OF COMMON AREAS WITHIN EACH POD WHERE THEY CAN SPEND TIME WITH OTHER RESIDENTS AND FAMILY MEMBERS.
- EACH RESIDENT ALSO IS PROVIDED THEIR OWN PRIVATE ROOM WITH FULL BATH AND CLOSET SPACE.
- RESIDENTS HAVE SECURED AREAS TO SPEND TIME OUTDOORS EITHER TO WALK AROUND OR RELAX IN THE COURTYARD.
- FACILITY HAS SMALL MAIN STREET AREA WITH BARBER SHOP, BEAUTY SOLON, SODA FOUNTAIN, LIBRARY AND POST OFFICE.
- FACILITY STAFF TO RESIDENT RATIO IDEAL FOR ENVIRONMENT LAYOUT. EACH 16 BED POD AND LIVING AREA WILL HAVE A LPN, AS WELL AS, A 1 CAREGIVER TO 8 PATIENT RATIO DURING THE DAY AND 1 TO 16 RATIO AT NIGHT.
- THE FACILITY WILL ALSO HAVE A REGISTERED NURSE AND UNIT COORDINATOR TO OVERSEE THE SITE.



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JOHN MCCLURE SNOOK REGIONAL ALZHEIMER'S CENTER FINANCIAL FACTS

SPECIALTY CARE ASSISTED LIVING – LEVELS OF CARE

LEVEL 1 ACTIVE

DESIGNED FOR RESIDENTS WHO NEED MINIMAL ASSISTANCE.
\$3,650.00 PER MONTH

LEVEL 2 ENHANCED

DESIGNED FOR RESIDENTS WHO ARE ACTIVE BUT IN NEED OF MORE HANDS ON CARE.
\$3,950.00 PER MONTH

LEVEL 3 COMPLETE

DESIGNED FOR RESIDENTS WHO NEED FULL CARE AND SPECIAL CONSIDERATION.
\$4,250.00 PER MONTH

FEE SCHEDULE

ENTRANCE FEE	\$ 1,000.00
RESPITE APPLICATION FEE	\$ 200.00
RESPITE ROOM (PER DAY)	\$ 150.00

(RESPITE CARE REQUIRES A THREE DAY MINIMUM UP TO A THIRTY DAY MAXIMUM STAY)

LEVEL 1 CARE	\$ 3,650.00
LEVEL 2 CARE	\$ 3,950.00
LEVEL 3 CARE	\$ 4,250.00

SERVICES INCLUDED IN MONTHLY FEE

- TRANSPORTATION (MEDICAL APPOINTMENTS AND SCHEDULED ACTIVITIES)
 - THREE MEALS A DAY
 - CABLE TV
 - DAILY NEWSPAPER
 - HOUSEKEEPING AND LAUNDRY
- PERSONAL EMERGENCY TRANSMITTER/PET

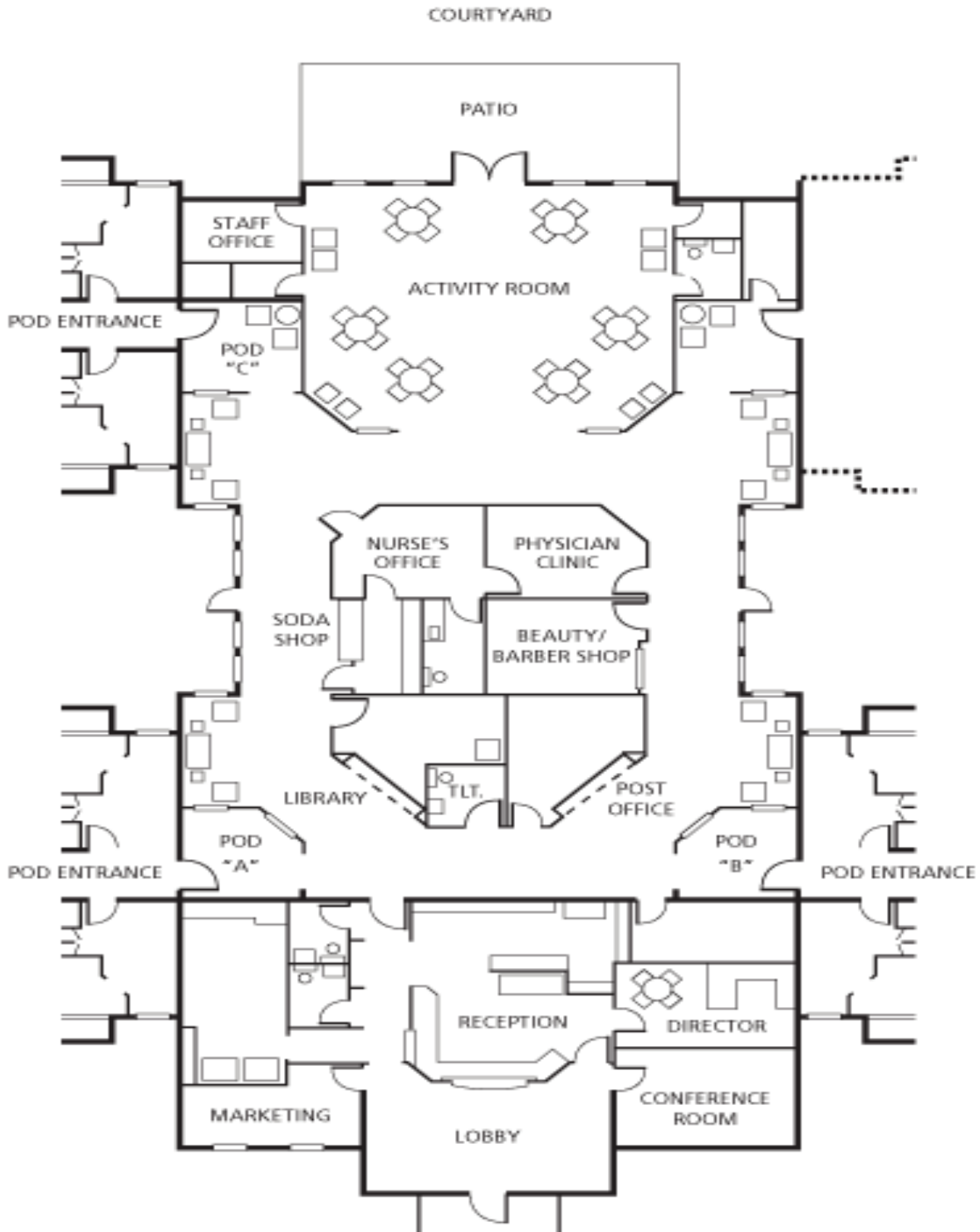
OPTIONAL FEES

TRANSPORTATION	(MINIMAL CHARGE)
GUEST MEALS	\$ 8.00 EACH
WANDER BED ALARM	\$ 45.00 PER MONTH



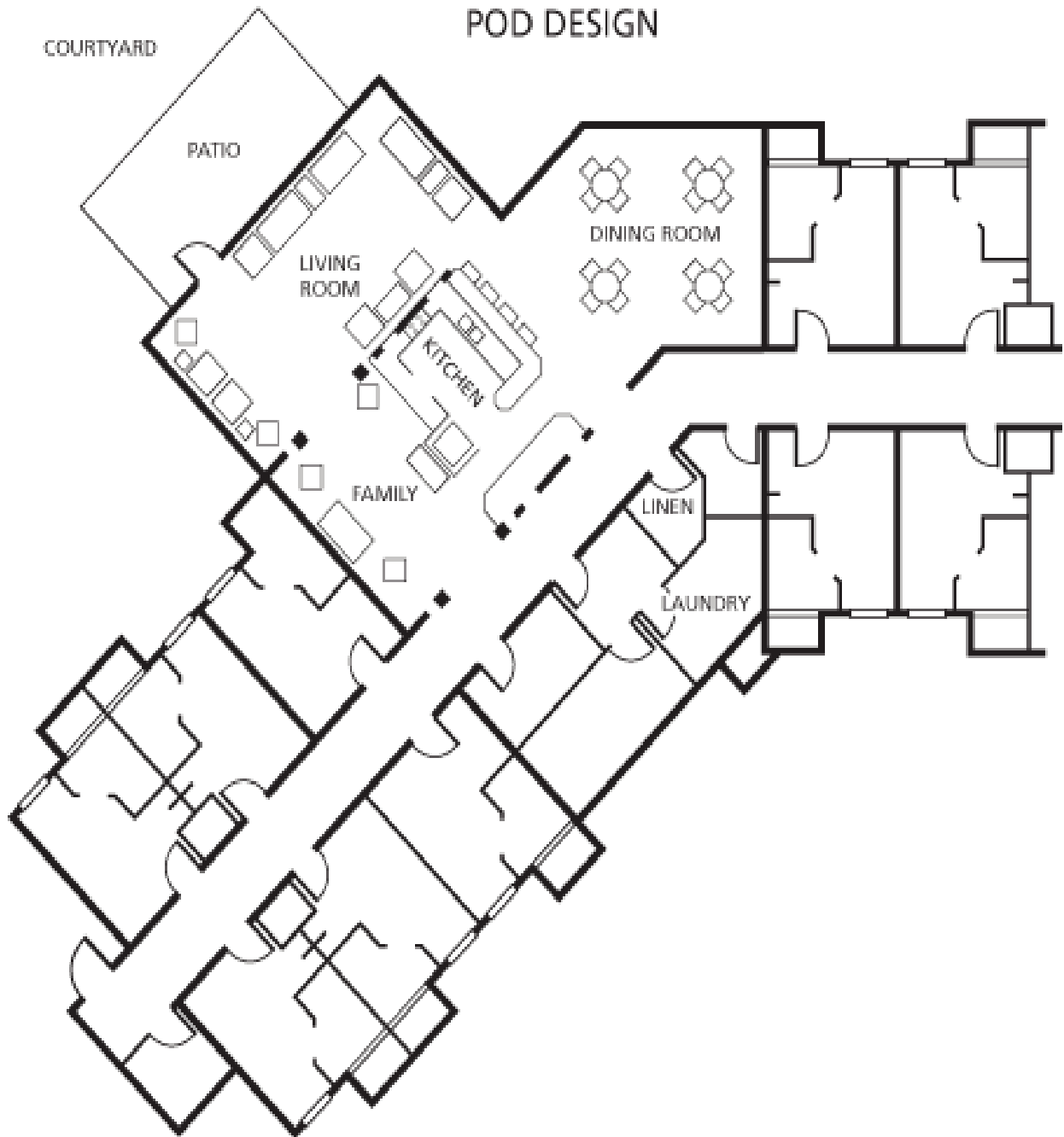
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ADMINISTRATIVE AND ACTIVITY AREAS





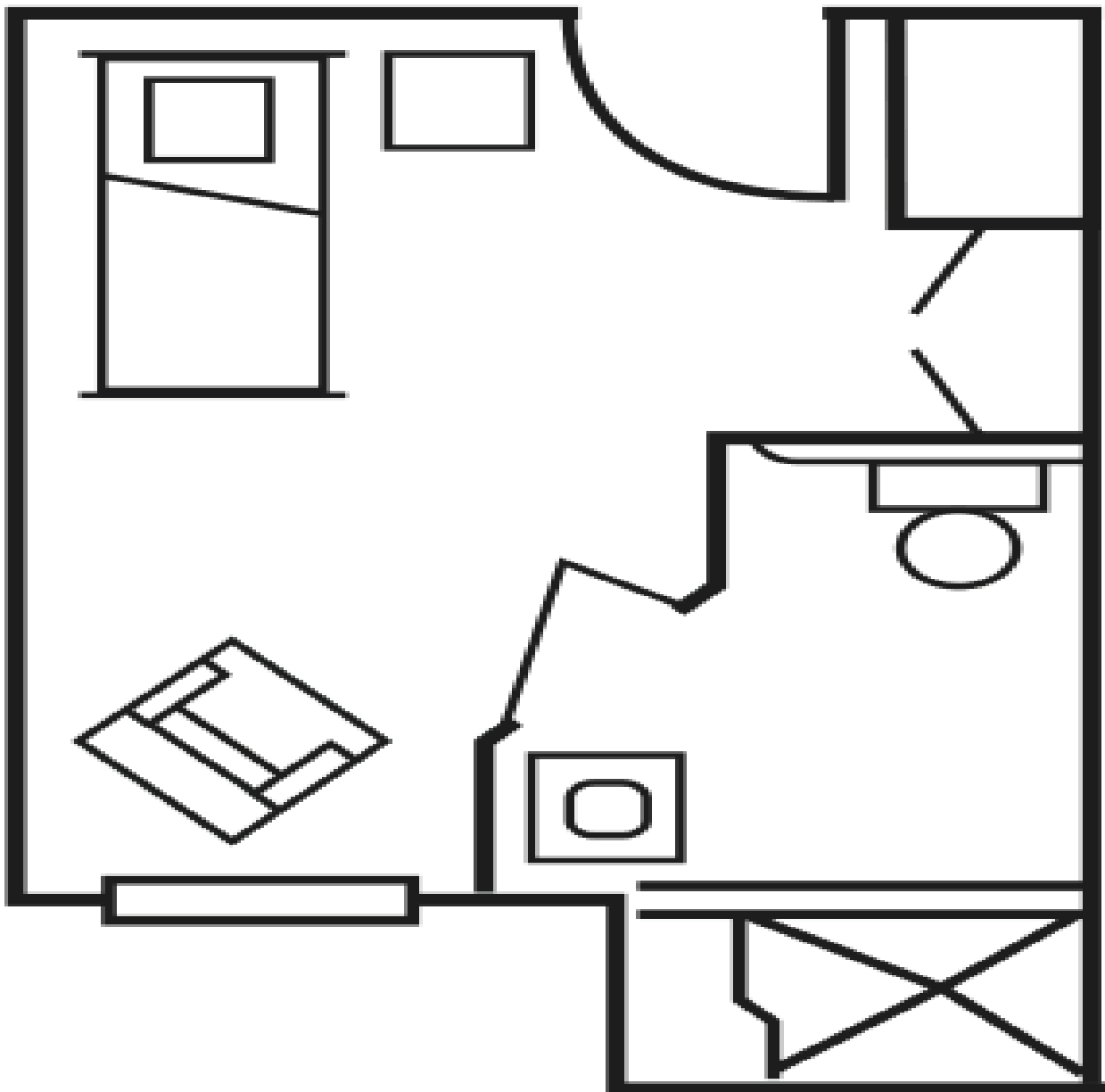
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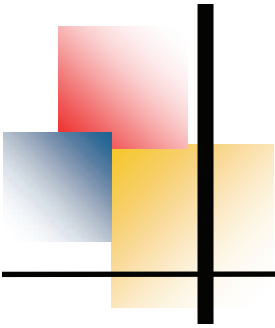




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PRIVATE ROOMS





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COMPETING ALZHEIMER'S BEDS

ALABAMA

ALEXANDER CITY, ALABAMA

CHAPMAN NURSING HOME ASSISTED LIVING – 46 BEDS

AUBURN, ALABAMA (EAMC HOLDINGS)

CAMELLIA PLACE ASSISTED LIVING – 58 BEDS

MAGNOLIA PLACE ASSISTED LIVING - 40 BEDS

MONTGOMERY, ALABAMA

ELMCROFT OF HALCYON ASSISTED LIVING – 16 BEDS

ANGELS FOR THE ELDERLY II & III ASSISTED LIVING - 16 BEDS (EACH) 32 TOTAL

WESLEY GARDENS ASSISTED LIVING - 16 BEDS

MON PETITE MAISON ASSISTED LIVING – 8 BEDS

GOD'S GRACE SPECIALTY CARE- 13 BEDS

WATERFORD PLACE ASSISTED LIVING – 50 BEDS

OPELIKA, ALABAMA (PRIVATE ASSISTED LIVING)

CAMBRIDGE ASSISTED LIVING –36 BEDS

NORTHRIDGE ASSISTED LIVING –16 BEDS

PHENIX CITY, ALABAMA

CANTURBURY ASSISTED LIVING – 35 BEDS

PRATTVILLE, ALABAMA

GREEN SPRINGS ASSISTED LIVING – 16 BEDS

HICKORY HILL ASSISTED LIVING – 32 BEDS

SYLACAUGA, ALABAMA

MOUNTAIN VIEW LAKE RETIREMENT VILLAGE –16

VALLEY, ALABAMA

RIVERBEND ASSISTED LIVING – 56 BEDS

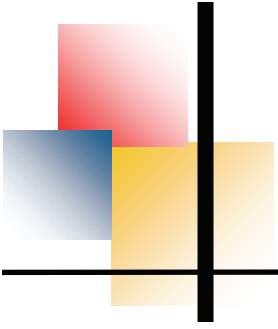
486 -TOTAL ALABAMA BEDS

GEORGIA

COLUMBUS, GEORGIA

HERITAGE HILLS ASSISTED LIVING

SUNRISE SENIOR LIVING AT BROOKSIDE GLEN



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COMMENTS