



FOR IMMEDIATE RELEASE

Contact: Lisa French

Brio Living Services, formerly known as UMRC & Porter Hills

734-433-1000 ext. 7426

Cook Valley Estates Receives Holleran *Choice Community Award*

Senior Living Community Recognized for Excellence in Engagement and Satisfaction

Grand Rapids, MI, Mar. 8, 2022 – Brio Living Services, formerly United Methodist Retirement Communities (UMRC) & Porter Hills, is pleased to announce that one of its Grand Rapids communities has received the ***Choice Community Award*** from Holleran Consulting. Cook Valley Estates by Brio Living Services was recently recognized for its “exemplary efforts in creating a culture of engagement and satisfaction,” according to a press release by Holleran Consulting, the premier research and consulting organization offering employee and resident engagement benchmarks to senior living communities across the country.

“We are so proud to be awarded the Holleran Choice Community Award!” said Nicole Maag, chief of residential services for Brio Living Services. “Like all our Brio Living communities, Cook Valley Estates is an incredibly vibrant community with team members who care deeply and are highly engaged with both the residents who live here and the overall mission of our organization – welcoming all, partnering together, enriching lives.”

Holleran’s Choice Community Award recognizes organizations with strong cultures of engagement, whether among their residents, employees, or both. Awards are granted when senior living organizations exceed Holleran’s “Engagement Index” benchmark with a mean score above the 85th percentile of the Holleran Benchmark. Senior living communities use these benchmarks to compare performance relative to their peers and to improve both employee retention and provide a culture of engagement with the older adults they serve.

“We are excited to recognize the Holleran 2021 Choice Communities. This is not an award that communities apply for. Choice Communities earn this designation—this is the one that really counts,” stated Michele Holleran, CEO and founder of the research firm. “It is important to have an industry gold standard such as the Holleran Benchmark, by which to measure and recognize top employee and resident engagement communities. This designation was created ten years ago because Holleran wanted to recognize extremely high-performing communities in our industry.

These communities boast strong cultures of employee and resident engagement where employees feel their workplaces honor them, and residents feel they are supported in their successful aging.”

Michelle Henderson, chief human resources officer for Brio Living Services, said, “Our team members have a voice, and we want to hear their feedback and respond to it. Results for each community are shared with leaders and team members together, so that workgroups can be created to continually improve. We hope to see additional Brio communities recognized in the coming years for their exemplary service as we continue to focus on our engagement.”

Nestled in a serene, wooded area of Grand Rapids, yet just minutes from downtown, Cook Valley Estates offers exceptional independent living options and amenities, from apartments to town homes and freestanding residences, and is home to over 130 older adults.

Long-time resident Zoe Hadley Remien said this about the Cook Valley Estates community: “Everyone is friendly, and the management is efficient and does a wonderful job. Cook Valley Estates is a lively place, and I feel so welcomed here.”

###

*Building on a foundation of over 165 years of combined service to older adults, **Brio Living Services**, formerly UMRC & Porter Hills, is a faith-based, nonprofit organization whose mission is: Welcoming all, partnering together, enriching lives. Its vision is: A world in which all are empowered to age well. Brio Living Services represents the second largest nonprofit senior living organization in Michigan. With a tradition of exceptional quality and a commitment to cutting-edge care, Brio Living Services and its affiliates serve more than 8,000 older adults each year, from 24 locations and service lines, across 22 counties in Michigan’s lower peninsula. 734.433.1000 | 616.949.4975 | MyBrio.org*

***Holleran** is the premier provider of employee and resident engagement and satisfaction research and benchmarks, serving not-for-profit senior living providers nationally. For nearly 30 years, Holleran has specialized in researching and consulting with senior living providers, retirement communities, and healthcare systems to develop business strategies that match their mission, vision, and values. Utilizing sophisticated research analysis, alongside our extensive survey benchmarks, leaders gain a clear vision of the strengths and opportunities within their business.*