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Contact: Lisa French

Brio Living Services, formerly UMRC & Porter Hills

734-433-1000 ext. 7426

Brio Living Services Announces Re-Launch of West Michigan Area Program

*Avenues by Brio Living Services Offers Innovative,
Personalized Approach to Living Independently at Home*

Grand Rapids, MI, Jan. 4, 2024 – Brio Living Services, formerly United Methodist Retirement Communities (UMRC) & Porter Hills, has announced the re-launch of Avenues by Brio Living Services in early 2024, pending final approval by the State of Michigan. Avenues is a life plan community at home program for older adults, focusing on health and wellness and providing navigation services for its members to remain living independently in their own home.

“At Brio, we want to offer services where older adults wish to receive them—whether in one of our beautiful residential communities, or in the comfort of their own homes,” said Luke Reynolds, Chief of Home & Community Based Services for Brio Living Services. “Avenues offers an option for those who choose to stay in their home.”

To become a member of Avenues, adults must be aged 55 or over, live independently, and medically qualify for the program.

An important benefit of Avenues is that the program helps preserve members’ financial assets as they age. Members pay an entrance fee, plus a monthly fee, and can access benefits on day one of membership. “Avenues provides a way for adults who have been contributing members of the community to pre-plan and have the assurance that future care needs will be covered,” said Reynolds.

Covered services are based on assessed needs and include home health aide services, medical transportation, personal emergency response technology, home safety evaluations and, should it become necessary, assisted living and skilled nursing—either in a Brio community or through other local care partners. Technology is an innovative component of Avenues that augments quality of life and provides a level of security, especially for members who live alone, according to Reynolds.

“Benefits of the program start on the day you join Avenues,” said Paige Hendrickson, RN, Executive Director of Avenues by Brio Living Services. “Those benefits include a relationship

with a member navigator, health and wellness coaching, and professional support in your home. The member navigator partners with each Avenues member to learn what matters most to them. Together, they work toward health and wellness goals.”

“Should an Avenues member experience a medical event, the wellness team will serve as trusted care coordinators and work closely with the health system to advocate and support the member’s goals of care,” Hendrickson explained.

In addition to Hendrickson, other team members at Avenues by Brio Living Services include Katlin Mills, MSW, Avenues Sales Advisor; and Princess Mahabir, LPN, Avenues Member Navigator.

Avenues was initially established in 2010. At that time, it was only the 13th program like it in the nation. Today, that number has grown to 42 programs in the country. Avenues remains only one of two such programs in the State of Michigan, and the only one in West Michigan.

According to Hendrickson, the 39 “legacy” members who joined during the years 2010-17 are excited to start promoting the program to their friends. This includes P. Douglas Kindschi and his wife, Barbara, who have been Avenues members since 2016. “Avenues is a wonderful program that combines assurance for future care with the important feature of keeping us healthy while living at home,” said Kindschi. “There is always the possibility of needing assisted living support, which can be very expensive as we know from family members who have needed it. But our desire is to stay in our home for as long as possible. Avenues supports that goal by providing regular benefits that keep us healthy and also brings professional support to our home when situations occur that need extra help.”

Hendrickson said she likes to describe Avenues as “a personalized journey through aging—there’s no set plan or agenda. Quality of life is the most important goal. We provide encouragement and support along the way.”

Reynolds agreed. “Unlike a traditional senior living community, there’s no limit to how many people we can serve through Avenues. I’m excited to expand Brio’s mission in a new way that celebrates older adults’ desires to remain well and to thrive in their own homes and communities.”

For more information, visit [Avenues - Brio Living Services \(mybrio.org\)](https://mybrio.org).

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*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 and serves the most economically diverse population of older adults. With a tradition of exceptional quality and a commitment to cutting-edge care, Brio Living Services and its affiliates serve approximately 8,000 older adults each year, from 23 locations and service lines, across 22 counties in Michigan’s lower peninsula. 734.433.1000 | 616.949.4975 | MyBrio.org*