



# A.L. Wizard Case Study – The Arbors

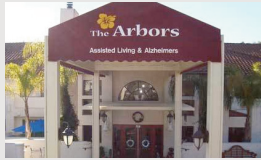
**Company:** The Arbors, an Integral Senior Living Community

**Location:** San Diego, California

**Units:** 53 Assisted Living; 31 Memory Care

**Web site:** [www.arborsal.com](http://www.arborsal.com)

**A.L. Wizard Products:** Resident Care Manager, Staff Manager, Billing Manager



## The Challenge

When Charlie Bloom joined The Arbors as Executive Director in August of 2005, the community's census was on target, but due to previous management, profits were lagging.

"Occupancy doesn't always mean profitability. You can't put occupancy in the bank. We took a closer look at our care, and we saw that previous management companies had failed to charge, weren't charging timely or had bundled services together. The bottom line was that we couldn't quantify our cost of care," said Bloom.

## The Solution

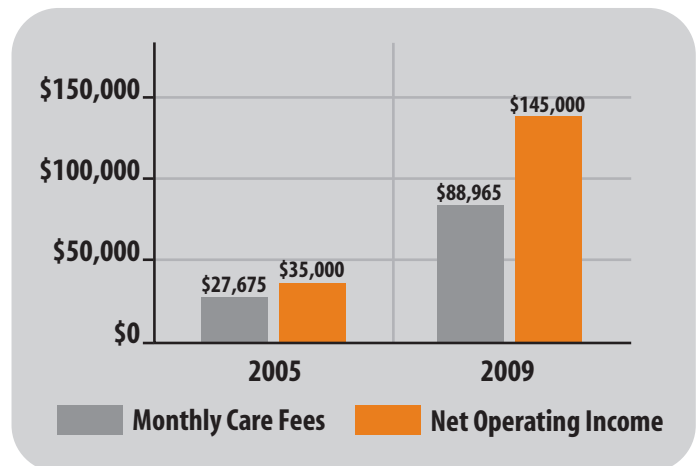
The community had recently implemented A.L. Wizard's suite of products in order to positively impact direct care revenue, and Bloom was eager to put them to the test.

According to Bloom, "The essence of profitability in our business is to drive ancillary revenue. We needed to figure out how to identify our true cost of care and charge correctly. A.L. Wizard allowed us to have flexibility with the frequency of assessments, as well as timely reassessments. We were able to go in and look at residents and capture accurate costs for the services we provide. We quickly uncovered the opportunity to increase our direct care revenue by charging more accurately for these services. With A.L. Wizard, we were immediately able to bring new residents in at the appropriate fees, and over time we were able to adjust direct care fees for our existing residents.

## The Results

Over a 12-month period, Bloom and his team were able to balance the true needs of their residents with their direct care fees.

From 2005 to 2009, The Arbors experienced even greater revenue results with the help of A.L. Wizard. The community was able to increase Monthly Care Fees by over 30% and experienced an increase in Net Operating Income by 300%.



## Why A.L. Wizard?

"With A.L. Wizard, we've not only experienced increased direct care revenue, we've also seen an increase in the quality of care delivered. The heart and soul of our business is assisting with daily living. It's complicated taking care of the needs of so many different people on a daily basis. The flow sheets help us to provide the care the residents need and we are able to verify that the tasks were completed. There is accountability for what we do. The families are happier, and the residents are staying longer. We are able to assure the families that their loved ones are in a safe, caring environment. The value of our care services is evident," said Bloom.

Bloom added, "Anyone who buys A.L. Wizard should take comfort in the fact that they are not just buying software. They are real people who truly understand your business and stand behind their product. That makes a world of difference to me."