

## LASATA CROSSINGS ANNUAL REPORT, 2010

We began the year with a total of 182 people on our 'interested' list. Over the next several months everyone was removed from the list because of; not meeting admission criteria, no longer interested or dyeing before construction was completed. At the end of the year the 'interested but not committed' list was at 10. We will continue to send them the Crossings newsletter and calendar of events as well as invitations to any community events that we are hosting. The 'waiting' list (applications we have actually received) was at 15 private pay and 5 Family Care applicants at year-end.

During March and April we had five informational meetings that were attend by a total of 85 people, we also gave tours to 80 people during the construction phase. Interested individuals began turning in their 'waiting' list deposits during March.

In May all the Crossings staff was hired; 14 Personal Care Workers, a Maintenance Assistant and a Registered Nurse. 12 out of the 14 Personal Care Workers hired were employees of Lasata. 2 of the Personal Care Workers, the Maintenance Assistant and the Registered Nurse were external candidates. In June all 14 Personal Care Workers attended and passed a Medication Administration course facilitated by Roeschen's Omnicare Pharmacy.

In mid-June the State of Wisconsin Dept. of Health Services surveyed the facility and granted our RCAC license. Two open houses were held in June, one VIP open house and one for the general community. It is estimated that 600 people toured the building during these open houses.

On July 1<sup>st</sup> our first three tenants move in and by the end of the month a total of 17 people moved in. At the end of August the census was 27 and one person was discharged to Hospice due to a health decline. By the end of September the census was 30 and one person was discharged to Lasata Care Center. By October the census was 33 and in November it was 35 and at the end of December it was at 34 due to one tenant passing away.

Of the 38 admissions that we had in 2010:

- 6 people moved in from Lasata Heights
- 6 people moved in from Lasata Care Center (5 Family Care and 1 Private Pay)
- Of the 27 people that moved from off-Campus:
  - 11 people moved from other assisted living facilities (7 from Cedar Gardens) 5 people moved from outside of Ozaukee County to be close to a family member that lives in Cedarburg
  - 8 people moved from independent living in the community

- 2 people moved from home after rehab at Lasata Care Center
- As of December 31 there were 34 tenants living at Lasata Crossings, we had planned and budgeted to be at 40 but still feel we had a very successful first 6 months.

The construction bond was \$10 million and we generated \$200,000 in interest revenue during the construction phase. Estimated final construction costs are \$9.75 million and \$447,000 was used to pay the 2010 interest on debt.

2010 Operating Revenue was \$596,800 and Operating Expense without interest on debt was \$824,900 for a net Operating Deficit of \$228,100. We had budgeted for an Operating Deficit without debt of \$25,150.

In the next year we will continue marketing efforts by developing a more noticeable identity as we become an integral part of the Lasata Senior Living Campus. We expect to have a census of 50 by the end of 2011 and project to be budget neutral by the end of 2012.

**Kristen Sonnenberg, Lasata Crossings Manager**

**Ralph G. Luedtke, Lasata Campus Administrator**