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Principal and
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Principal and
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Q Please give us a brief description of Watercrest Senior Living Group.

A Watercrest Senior Living Group is based out of Vero Beach, Florida and specializes in assisted living and memory care community operations, market repositioning, and advisory services. Partnering with a wide variety of stakeholders such as land owners, real estate developers, investors, financial institutions, and REITs, Watercrest focuses on its core strength – operations management of assisted living and memory care communities.

Q Tell us about a recent major business initiative.

A We were presented recently with several partnering opportunities with major developers who share our vision of building the next generation of assisted living and memory care communities. Combining our knowledge of senior housing operations with the experience and capabilities of our development partners, we are well-positioned to create amazing new communities that cater to the aging baby boomer generation. This initiative will require us to scale quickly as new communities come online in diverse geographic locations, and we needed a software solution that would support our current operations and anticipated growth.

Q What was most important to you in seeking a senior housing management software solution?

A We knew we needed a Web-based, hosted environment that provided real-time information and analytics for every aspect of our operations. We wanted an integrated system that tracked our residents from initial contact through move

in, billing, and care. Yardi Voyager includes full accounting functionality and allows us to fully analyze our revenue, labor, and operating expenses within a single platform. Additionally, their recent enhancements of incident tracking, vital signs, and eMAR give us even greater control over resident care while minimizing risk. Beyond all of that, we take our partnerships very seriously and having worked with Yardi for many years, we knew Yardi would be our best partner. Yardi listens to its clients and constantly enhances its software with greater depth and functionality specific to our industry.

Q How have you successfully met the challenge of addressing both the property management and resident care aspects of senior housing operations?

A Running a management company whose core business is caring for residents creates a whole set of challenges beyond traditional property management. When we launched our company, we made the decision to invest in state-of-the-art systems that would integrate all aspects of our operations and enable us to create a workflow from marketing to billing to care. We are a high-touch industry so it's critical that our systems enhance the level of care we provide our residents and present an intuitive, user-friendly platform for our managers. We are confident that Yardi will be a key partner in our future growth and success.

Web-based senior housing software

SMART

SMARTER

One platform with built-in accounting, billing, marketing, and resident care management

YARDI Voyager™ Senior Housing

- » Comprehensive accounting, financials, and investment management
- » Resident census and occupancy management, online portals, and electronic billing
- » Electronic health records with integrated eMAR and bi-directional pharmacy interface
- » CRM, prospect and referral marketing, and sales counselor performance metrics
- » Customizable resident assessments, care plans, and caregiver FTE management
- » Incident and accident tracking with dynamic action plan workflows and analytics

To learn more, call 800.866.1144 or visit www.yardi.com/senior

