



**Report to Synod of 2017  
From Salem Towne Retirement Community Winston-Salem, NC**

**Mission, Purpose and Values**

**Our Mission**

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Salem Towne is a non-profit continuing care retirement community that promotes the well-being of its residents by providing a caring environment. Salem Towne is an ecumenical community that reflects the Moravian values of individual respect, hospitality, life-long learning, and love of the arts.

**Our Vision**

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Salem Towne is a continuing care retirement community of excellence that fosters independence, security, wellness, and the growth of its residents to their full potential. Salem Towne supports older people and caregivers in the broader community through educational and community activities.

**Our Values**

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Salem Towne's primary values are respect, integrity, and caring. These values guide us in our decision making, program development, use of resources and operations.

We seek to live our values every day by:

- Treating each resident as a valued individual and with dignity, regardless of age or condition.
- Creating a homelike environment which is as non-institutional as possible and which promotes quality of life, security, and wellness.
- Engaging in continuing education and evaluation to develop associates, improve services, and live up to our mission.
- Striving to be a great place to work which gives associates a sense of achievement and recognition.



- Providing leadership in the field of care for the aging, thus contributing to improved services for seniors in our society.

*Where Every Life Shines*

### **Responsibilities or Assignments from the 2014 Synod**

There were no responsibilities or assignments from the 2014 Synod to Salemtowne.

### **Summary of Activities**

- The NC Department of Health & Human Services granted a 36-bed Certificate of Need in September 2014 that set-in motion a major health care expansion project
- *Navigation by Salemtowne*, a unique program that promotes aging in place—in your home, welcomed its first member in September 2014
- The *Pathways Campaign* began in May 2015, the first capital campaign in 18 years. Its purpose was to support the current Strategic Visioning process
- President & CEO Joseph Lydon retired in August 2015, after serving nearly 12 years as the fifth chief executive officer
- President & CEO Mark Steele began in August 2015 as the sixth chief executive officer
- A partnership with Wake Forest Baptist Health and its Sticht Center was formalized in June 2016 with a focus on healthy aging research and program collaboration
- The *Hill Music & Memory* Program launched in August 2016
- Ground broke on Phase I of the current Strategic Visioning process in September 2015. The expansion project is the *Babcock Health Care Center*
- *OnPointe – Wellness for Life* is launched in January 2017 as Salemtowne’s uniquely branded lifestyle approach for successful aging, in partnership with MasterPiece Living



- The Babcock Health Care Center and Salem Towne Rehabilitation Center were dedicated on June 8, 2017
- Sales began on *The Woodlands*, a 56-villa expansion project, in June 2017. This project is Phase III of our Strategic Visioning process
- The first Resident moved into the Babcock Health Care Center on July 24, 2017
- Salem Towne celebrated its 45<sup>th</sup> Anniversary in December 2017

### **Future Direction and Opportunities**

On July 24, 2017, 74 residents moved into our new Babcock Healthcare Center. This was just the beginning of significant culture change at Salem Towne.

Our new programs for memory support, household models and 40 rooms for short term rehabilitation open to the greater Winston-Salem community are evidence of this change.

Our Information Technology systems have been updated and implemented, yet, we continue to adjust and correct these various systems until they are working consistently and efficiently.

Our next strategic initiatives are to start construction on new Assisted Living apartments in our vacated Phillips Healthcare Center and our new residential Woodland Villa apartments. We also plan on starting Home Care services in 2018.

Once these projects have been completed we look to update our masterplan to discover what additional services are needed for Salem Towne and the greater community.

Respectfully submitted,

Mark A. Steele  
President/CEO