



# Kokoro Case Studies

Only months away from opening its new assisted living community, the Japanese American Religious Federation Assisted Living, Inc.(JALFI) did not have a management firm hired to manage its unique assisted living community designed for Japanese elders. JALFI, a nonprofit consortium of religious organizations in the Japantown neighborhood of San Francisco, turned to Seniority to provide critical leadership and management services for this unique community, Kokoro Assisted Living Community.

Kokoro is a 54-apartment assisted living community that serves 61 residents at full occupancy. The JALFI Board of Directors contracted Seniority for management and marketing services. Since opening, Seniority has provided consistent leadership in the executive director and manager's positions to bring Kokoro to full resident occupancy potential. As of October 2005, Kokoro is 100% occupied.

Along with filling these important positions, Seniority created and implemented several management and sales products for Kokoro. These products include:

- Operating Budget
- Pre-Opening Checklist
- Management Plan
- Sales and Marketing Plan
- Admission Documentation
- HR Policies and Procedures
- Assisted Living Policies and Procedures
- Operational Standards
- Resident Satisfaction Surveys
- Customized Japanese-American menus in order to serve Japanese and standard American cuisine options at each meal
- Created a life enrichment program which focused on Japanese culture, activities, holidays and customs

## The Results

To prepare for the grand opening, Seniority hired the management and line staff. Opened in October 2003, Kokoro offers a unique blend of Japanese and American cultures in the cuisine, events, on-site activities and trips to places of cultural interest. Today, Kokoro is a vital cornerstone in the San Francisco Japan Town serving seniors in a stimulating and comfortable environment.