

News Currents

In Brief

ARV Assisted Living And Atria Combine Operations

ARV Assisted Living and Atria Retirement and Assisted Living are working toward completion of their merger into the newly formed Atria Senior Living Group. Most of the Louisville, Ky.-based Atria employees would be offered positions in the new company's Costa Mesa, Calif., headquarters, where ARV is currently based. About 45 employees would remain in the Louisville office. The merger could be completed in early 2004, the companies said.

The merger comes during a period of peak activity in the seniors housing acquisition market. According to the "SeniorCare Investor," transaction volume was high at both the end of 2002 and the first quarter of 2003 and shows no sign of slowing down.

The new Atria Senior Living Group would employ nearly 8,000 people and have the capacity to serve approximately 15,000 seniors at 135 assisted living and retirement communities in 26 states.

—Amy Waye

FTC Hearing Examines Assisted Living

The Federal Trade Commission (FTC) heard testimony from National Center for Assisted Living Chair Jan Thayer and Bernie Dana, speaking for the American Health Care Association, at recent hearings to examine assisted living and skilled nursing marketing and advertising practices.

“Currently, there is no standardized method for assessing quality in assisted living nor has adequate research been conducted to develop one,” Thayer told the commission.

“A quality assessment tool for assist-



Thayer

ed living must take into account the active, independent nature of its residents as well as the more social rather than medical model of care,” she said.

Held in conjunction with the Antitrust Division of the Department of Justice (DoJ), the hearings were part of a larger FTC-DoJ initiative focused on health care.

According to the FTC, hearings on myriad health care issues will be held through September 2003, with recommendations scheduled for release in the spring of 2004.

—Amy Wayne