



MARK R. SULLIVAN THE OCEAN STAR

Marquis Health Services aims to expand the level of post-acute care it offers to the residents of Crest Pointe. Since acquiring the facility, the guest and dining services have been expanded to feature a more hospitality centered focus.



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Marquis Health Services is excited about the opportunity to take the services at Crest Pointe to the next level, investing to the tune of a \$3 million renovation project that will enhance the rehabilitation room at the center.

BUSINESS PROFILE

Crest Pointe upgrades facility, expands level of care

BY KAYLA MARSH
THE COAST STAR

POINT PLEASANT — As the newest member of the Marquis Health Services family, the newly renamed Crest Pointe Rehabilitation & Healthcare Center is expanding the level of post-acute care offered to the residents of Ocean County.

Overlooking the Point Pleasant Canal from its location on Hulse Road in the Borough of Point Pleasant, Crest Pointe programs and amenities aim to ease the transition from hospital to home for residents, including daily therapies, state-of-the-art equipment and an array of additional resources aimed at enhancing comfort.

"We acquired the facility; it has been more than 60 days since acquisition. We are not new to the area. The organization that acquired the facility is called Marquis Health Services and we are Brick-based, so this essentially is in our backyard, which makes it extra special to us," said Jennifer Hertzog, vice president of marketing and business development-Mid Atlantic.

Locally, Marquis Health Services owns and operates several other facilities, including Willow Springs Rehabilitation & Healthcare Center in Brick Township, as well as Coral Harbor Rehabilitation & Healthcare Center in Neptune.

"Under our ownership and management, facilities transitioned to a five-star

facility within two years and we are really proud of that and really excited about the opportunity to come to this community and essentially do what we are known for, which is rehabbing care."

RENOVATING COMMUNITY STAPLE

According to Ms. Hertzog, it is the intention of Marquis Health Services that Crest Pointe, formerly known as Claremont Care Center, remain a strong and viable community provider of choice in Point Pleasant Borough.

"Tired physical plants like this facility have been well maintained, but we are excited about the opportunity to take it to the next level, investing to the tune of a \$3 million renovation project that we anticipate should begin within, I would say, 60 days," she said.

"It is a full-center project so that is not just the rehab rooms that people come to stay in for short-term rehabilitation, but the full center. That is one of the things we are really proud about as an organization, that we invest in the long-term care as well, which is the residents' home, as well as the rehab, so it will be full scale."

Ms. Hertzog discussed some of the focal points of the renovation work.

"Focal areas of the project will be the rehab gym. It is decent space today but we anticipate making it a really grand space and a very focal part of the facility," she said.

"We're known to be a very progressive rehabilita-

tion organization so we anticipate bringing that same environment here to Crest Pointe."

ADDITIONAL AMENITIES

According to Ms. Hertzog, Marquis Health Services hopes to expand and improve the hospitality experience of residents at Crest Pointe.

"The facility as it exists really became known as a community provider of long-term care services and did a great job for decades," she said.

"We're excited about the opportunity to go to that next level. In a hospitality focused environment, there are things like concierge service [and] we have a guest services-focused program that is already in place here at the center and that is a dedicated line. It is 24/7; the patients can call at any time of the day or night to request simple things, things that can make their stay more comfortable, their experience better."

"In addition to that, the facility anticipates supporting the residents' desires to be more integrated and involved in the community as well, so we anticipate ramping up outings with the support of a facility bus that will allow for a more comprehensive activities approach.

"There are always great activities here. It is one of the things the facility is known for, and we are going to support that and next level that with a bus and trans-

portation that will allow for the residents to really enjoy this beach community."

Dining services is another area Marquis Health aims to improve at the facility.

"Dining services at the facility, very early on after acquiring, we changed up to be more restaurant style to really, again, improve the hospitality," Ms. Hertzog said.

"There are dining servers that are wearing restaurant-style wardrobe and there is a chef wearing a chef's hat, preparing food at the table. The servers are dressed much like the staff in a restaurant and the meal accommodations, I think, we have next-level."

COMMUNITY RESPONSE

Since acquiring Claremont several months ago, Ms. Hertzog said there has been a positive response from residents, family and community members and visitors to Crest Pointe.

"Obviously with a renovation, there is a lot that we await in terms of county and state approvals, but we looked at opportunities to really enhance care in the days following our arrival," she said.

"Dining services was kind of the first recognizable change, in addition to the guest services line that quickly went to the bedside in the form of cards that introduced this service immediately and made it available to our patients, so I think the feedback to even small

changes very early on was incredibly positive.

"Guest services has been incredibly well responded to from the patients and the long-term care residents that have been here for some time. They are the people that are really acknowledging the difference. They have spent a year or just months here and they are the folks that are recognizing the change in a positive way."

NEW SERVICES INBOUND

According to Ms. Hertzog, Marquis Health Services is currently working on contracts to have several specialists join the team at Crest Pointe.

"Traditionally this facility operated with community attending physicians, which from a regulatory perspective are required and great," she said. "They provide the direct care and oversight to the patients here."

"What this facility didn't have, that we are kind of ramping up toward, is specialists on site, so cardiologist, neurologist and all, in an effort to provide as much a comprehensive care experience right here within these four walls."

"We make it our business to bring as much to the center so patients don't have to go out for that appointment. They can be cared for here in the center. We await the state approval to open a bedside hemodialysis center here."

"Dialysis is kind of a grueling experience for folks to

have to endure, so having to be transported out to receive the service and back when you are not feeling so great following treatment can kind of make it extra trying, so it is our goal to offer one of the first in the area an in-house hemodialysis unit here at Crest Pointe."

LOCAL REHABILITATION

Ms. Hertzog said there is a lot on the horizon residents and patients can look forward to at Crest Pointe.

"There is a lot in the works just 60, 90 days into acquisition and I think there have been some nice advancements, but I think what is to come and what the community should be really excited about is the opportunity to rehab local," she said.

"It is kind of the tagline we are using with this facility. We know that this is a very tight-knit community and we want them to have the opportunity to, as they shop local, to rehab local as well. We know what we have learned about the community and everyone employed and the patients and families. We know the community is important and the services in the community are important so the whole shop local has kind of transitioned into rehab local, too."

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UROLOGY UPDATE

Presented by
James E. Rotolo, MD, FACS

LUTS TO TALK ABOUT

The term "lower urinary tract symptoms" (LUTS) refers to a group of clinical symptoms involving the bladder, urinary sphincter, urethra, and the prostate. Although lower urinary tract symptoms also affect women, LUTS is a preferred term for "prostatism" (obstruction of urinary flow by an enlarged prostate) and is most commonly applied to men. Men may find useful the information that recent research links LUTS to a sedentary lifestyle. According to a study of nearly 70,000 men over a period of more than two years, physically active men were 6% to 7% less likely to develop LUTS than sedentary men. Those who sat for ten or more hours a day were 15% more likely to have LUTS.

Urology is a part of health care that deals with diseases of the male and female urinary tract (kidneys, ureters, bladder and urethra). It also deals with the male reproductive organs (penis, testes, scrotum, prostate, etc.). Because health problems in these body parts can happen to everyone, urologic health is important. To schedule an appointment for a urological concern, please call (732) 903-7655. Our office is at 1696 Highway, 88 West, Brick. New patients are always welcome.

P.S. Lower urinary tract symptoms (LUTS) may be caused by an acute problem such as a urinary tract infection, or infection and inflammation of the prostate gland (prostatitis).

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