



CONTENT FROM SILVERADO SENIOR LIVING

PROFILE 2021 | BEST WORKPLACES IN AGING SERVICES

A Commitment to Caring

How **Silverado** is changing lives by leaning into its compassionate, purpose-driven culture.

FOR PEOPLE WITH A MEMORY-IMPAIRING

disease, the type of care they receive can directly impact their quality of life. Silverado Senior Living, an Irvine, Calif.-based memory care assisted-living provider that operates 23 memory care centers and eight hospice programs across seven states, was founded 25 years ago on a model that prioritizes love, respect, and restoring purpose. Since then, Silverado has been able to improve not only the lives of its residents but also its associates.

"We make sure our staff is getting back more than they give so they can

continue to change lives," says Loren Shook, Silverado's cofounder, CEO, president, and chairman.

To support its nearly 2,500 associates—who serve 1,200 residents and 1,000 hospice patients each day—Silverado invests in opportunities for growth and advancement through leadership training programs and continuing education assistance.

Silverado's unwavering commitment to its staff, residents, and patients is driven by its core operating philosophy: Love is greater than fear. At no time was this demonstrated more powerfully than during the COVID-19 crisis, when its associates continued to care for one of society's most vulnerable populations.

"Our team members on the front lines are absolute heroes," says Shook. "It's unbelievable what they were able to accomplish."

In response to the staff's high pandemic-related stress levels, Silverado implemented companywide counseling and expanded benefits, such as additional paid sick time and paid vacation time.

"Only 11 people took a leave of absence," says Shook, "which is an incredible number, given everyone was saying 30% of health care workers would quit due to the heightened pressure of the pandemic."

Its associates' dedication reflects the compassion-driven environment Silverado has created. A 2021 Great Place to Work® survey found that 90% of Silverado associates feel they are making a difference, and the company is constantly looking for new ways to improve quality of life across its operations. Its five-pillar Nexus program, which offers nonpharmaceutical therapies like exercise and social activities for seniors with early-stage dementia, has been found to improve cognition by 60%, more than any drug on the market.

"It's an honor for me to serve with our associates and be able to do what we're doing," says Shook. "This group of people is changing the world." ■



CHANGING LIVES TOGETHER FOR 25 YEARS

Silverado was founded on the idea of a better way to care for those living with dementia. Through an innovative dual focus on clinical excellence and compassionate care, this idea proved not only feasible, but so successful it changed the world.

Our dedicated associates work tirelessly to change residents' and patients' lives, providing individualized care with offerings like Nexus® at Silverado, our internationally recognized, evidence-based brain health program, and our Hospice Essential Oils program.

This shared purpose that binds Silverado associates together has earned numerous accolades, including multiple years on the *Fortune* Best Workplaces in Aging Services and the Great Place to Work lists.

On our 25th anniversary, Silverado would like to thank all of those who have been part of the countless lives we've touched over the years, and because of the foundation you laid, we will enrich many more lives in the years to come.

For stories and the latest Silverado news visit silverado.com/enriched-living



SILVERADO COFOUNDER, CEO, PRESIDENT, AND CHAIRMAN LOREN SHOOK AND ASSOCIATES CELEBRATE BEING NAMED TO FORTUNE'S BEST WORKPLACES IN AGING SERVICES LIST.

