

## SENIORS

# Bloom Senior Living expands in Bluffton, Hilton Head

By *Bradley Dubin*

CONTRIBUTOR

Bloom Senior Living (formerly known as Bloomfield Senior Living) recently acquired the former Carolina House of Bluffton and Carolina House of Hilton Head and renamed them Bloom at Bluffton and Bloom at Hilton Head.

With these acquisitions, Bloom continues to expand its portfolio of independent living, assisted living and memory care communities throughout the Lowcountry. These additional 117 units will help supply an increasing demand for high-quality care and complement the company's existing assets.

Bloom also owns a six-acre senior living village offering a continuum of care in Bluffton. Situated on the campus are Riverside at Belfair, an independent retirement community, and Belfair Gardens, a new state-of-the-art memory

care community that is the largest Alzheimer's and dementia care program in South Carolina. Belfair Gardens has received recent national attention for its one-of-a-kind Town Square theme (representing Main Street America reminiscent of the 1940s). The community also achieved a deficiency-free survey from the State of South Carolina.

Bloom at Bluffton, located across Hwy. 278 near the Riverside at Belfair- Belfair Gardens campus, offers assisted living and memory care services on a 10-acre plot in the heart of Bluffton.

Bloom at Hilton Head offers assisted living and memory care services on a three-acre plot, off Beach City Road, in the heart of Hilton Head Island.

Scott Kantor, Bloom's director of operations, said, "building upon our stellar reputation in Bluffton and Hilton Head, Bloom has a well-defined plan to ensure the communities are consistent with our

unique family-owned operating style and the Bloom brand."

While the new acquisitions are in excellent physical condition, Bloom intends to upgrade the properties.

Bloom is a family-owned and operated company. The Bloom model is both personal and heartfelt and stems from the company's history.

Founder Richard Tischler, who still comes to the office five days a week at age 98, built a nursing home business with support from his late wife Ruth, who suffered from Alzheimer's disease. Her illness, and the family's search for a community to meet her needs, had an immediate impact on Bloom's approach to care. They looked at communities from the perspective of both an operator and family member. They saw what was available and wanted to do things differently.

Tischler's sons and three grandsons

now operate the family's senior housing portfolio and are intimately involved in operations. They strive to provide the type of residential experience, exceptional care, top-flight customer service experience and peace of mind they sought when their mother and grandmother became ill.

Leslie Titus-Coney is executive director at Bloom at Bluffton. Steven Frisch is the executive director of Bloom at Hilton Head.

Bloom at Bluffton is located at 800 Fording Island Rd. For more information call 1-843-548-4976 or visit [www.bloomatbluffton.com](http://www.bloomatbluffton.com). Bloom at Hilton Head is located at 35 Beach City Rd. For more information call 1-843-751-4570 or visit [www.bloomathiltonhead.com](http://www.bloomathiltonhead.com).

Bradley Dubin is a principal of Bloom Senior Living, LLC, owners of senior communities across the U.S.

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