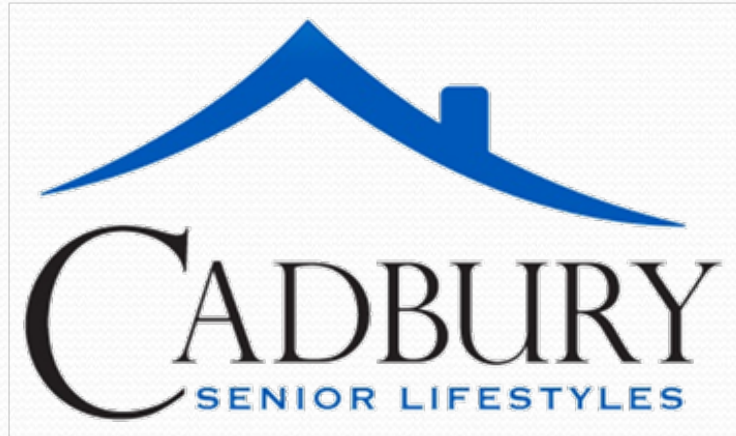


**Cherry Hill NJ ~ Lewes DE**



**Cadbury Cherry Hill**

**Cadbury Lewes**

**Cadbury at Home**

**Cadbury Consulting**

***A QUAKER GUIDED ORGANIZATION***



# Cadbury at Home

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- Program funded by parent corporation and Board members with support from the Robert Wood Johnson Foundation
- First in New Jersey
- Certified by Dept. of Community Affairs in June, 1998 as a “*CCRC without walls*”
- Limited initial costs
- Has recently grown to cover all of southern New Jersey and southern Delaware

# Office in Cherry Hill, NJ “The Little House”

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- “The Big House” Cadbury Senior Lifestyles, Cherry Hill, NJ
- 35 year old community,
- At Home office is “The Little House” located on the road behind the community, walking distance.
- Serve all of southern NJ from Mercer County/Princeton area all the way to Cape May NJ
- Currently going through changes, but contractually a seamless transition



# Office in Lewes, Delaware

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- Began At Home program in Delaware, December 2013
- Cadbury Senior Lifestyles, Lewes an 8 year old community
- Office located in the Lewes community
- Program Director and Care Coordinator manages office
- Director of Sales and marketing oversees DE sales
- Serve all of Delaware with emphasis on Sussex County
- 65 new members to date

# Staffing

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- Executive Director, Cecily Laidman, ( 3 ½ years)
- Director of Sales and Marketing, Craig Kinsey (17 years!)
- Retirement Counselor, Amy Nicklas (15 years!)
- Office Manager, Tina Hall (11 years!)
- Program Director and Care Coordinator, Lewes DE
  - Diane Willoughby, LCSW (2 ½ years)
- Care Coordinators, New Jersey
  - Donna Lymper (14 years!)
  - Samantha Hicks MSW (1 ½ weeks!)
  - Mary Holton, LCSW (Begins 5/16!)



# Staffing...

- “Barketing” Director,  
Stella, 9 years old!



# Cadbury at Home Members

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- Ages 56 to 100 years old
- 55% Couples
- 28% single women, 17% single men
- 91% College educated
- 33% Long term care insurance
- Median liquid assets : \$450,000
- Current membership, 230
- 1<sup>st</sup> 8 years, 27 deaths, Last 10 years, 116 deaths
- 1<sup>st</sup> 8 years, 30 left the program, Last 10 years 56 left



# Plan Options

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- Gold Plan (100% Lifetime coverage)
- Platinum (100% lifetime, 90% refundable)
- Gold Plus Pan (Lifetime, Works with Long term care insurance)
- Sterling Plan (Lifetime coverage, 10% co-pay,)
- Sterling Plan (Lifetime, 15% co-pay home care, 30% co-pay AL/SNF)
- Bronze (Lifetime, 100% home care, 35% co-pay live in, No AL/SNF)
- Bronze 12 and Bronze 24 (Lifetime, Bronze with 12 and 24 months AL/SNF)
- 50/50 Lifetime (Lifetime, 50% coverage all services)

# Marketing Options

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- Primarily Direct Mail
- Work closely with marketing team of the community in Cherry Hill, NJ and in Lewes, DE
- Seminars and speaking engagements with civic organizations, LGBT organizations, religious groups
- Member referral program
- Social events!