

Media Release
June 30, 2023

Beth Sholom Village Will Sell Its Existing Virginia Beach Campus, Effective July 1

In response to national trends that challenge the viability of stand-alone skilled care nursing facilities, Beth Sholom Village (BSV) will sell its 120-bed skilled care and rehabilitation facility as well as its 71-apartment assisted living center in the College Park neighborhood in Virginia Beach to Green Tree Healthcare Management, LLC of Jackson, New Jersey, effective July 1.

Current residents of the Berger Goldrich Healthcare & Rehabilitation Center and Terrace Assisted Living at BSV will remain in place if they so choose under the auspices of Green Tree (www.greentreehc.com), which operates skilled care and/or assisted living communities in Rhode Island, New Hampshire, Maryland, Missouri and Loudon County, Virginia. “We want to assure Beth Sholom Village residents and families that together with Green Tree, their needs will continue to be met,” says BSV President and CEO David Abraham. “We are also taking steps to maintain staffing by awarding employees with appreciation bonuses, and we will be available to the Green Tree team for advice and consultation as long as necessary. This is going to be as seamless a transition as possible.” No purchase price was disclosed for the current campus.

While the new model of Beth Sholom Village is still under development, one option is the creation of a Life Plan Community, which will offer a continuum of services for seniors as they age in place.

The sale of the College Park campus, which opened in 1980 as Beth Sholom Home of Eastern Virginia and in 2004 saw the addition of Terrace Assisted Living, was approved by the BSV Board of Directors after significant research and was based on the experience of other non-profit senior healthcare communities nationwide. Many stand-alone not-for-profits are either closing or being sold to larger organizations that can better manage operating costs by sharing administrative personnel across multiple properties and purchasing food and other goods at better volume rates.

“This was not an easy decision, but it was the best one for Beth Sholom’s long-term viability and the care of seniors,” says Larry Siegel, Chairman of the BSV Board. “We considered several potential buyers and chose Green Tree because of the owners’ background and capabilities. The principals are Jewish and appreciate our community and Beth Sholom’s legacy, among both Jewish and non-Jewish families in Hampton Roads.”

Those owners, Simon Stern and Ari Stern, who are unrelated, have multiple years of experience in the nursing home field, and in Ari Stern’s case, as a facility administrator. “This is

the first campus with Jewish values and traditions we have acquired,” says Simon Stern. “We know it is a five-star community, and we will maintain its Jewish character and retain nursing and other staff that residents and family have come to know and love.” Green Tree, which intends to be involved in the local Jewish community, will rename the current College Park campus Maimonides Healthcare. BSV will keep the Beth Sholom name for its next generation campus.

That campus will likely cater to seniors seeking independent living who can then “age in place” into other settings as their housing and healthcare needs evolve. It will be a “more cohesive and economical delivery model,” according to David Abraham, who will now devote his time to the development of the next generation of senior healthcare and housing. Several members of Abraham’s executive team will join him in the planning process, while others in key administration roles will continue at the Maimonides Healthcare under Green Tree management.

“The next model of Beth Sholom Village will offer a mix of housing and healthcare services, but in the right proportions for seniors who are seeking more options,” says Abraham. “We expect to have one of the nation’s most modern senior living environments that can be sustained financially.”

Beth Sholom Village is already moving toward meeting the evolving demands of today’s seniors through a partnership with Pembroke Square Associates to construct Aviva Pembroke, a 153-unit senior living community, adjacent to the Target department store on the grounds of Pembroke Square off Virginia Beach Boulevard. It is scheduled to open in the fall of 2024.

Anyone with questions about Green Tree Healthcare, the status of residents and employees or the future for Beth Sholom Village, can call 757-420-2512 or visit www.bethsholomvillage.com where a FAQ page is posted.

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