

New senior home to focus on Alzheimer patients

BY CARLA LEWIS

carla@caribbeanbusinesspr.com

Former San Pablo Administrator Milton Cruz will build a \$7 million elder care center in San Juan, called The Residence Senior Living.

The facility will include the island's first memory-care unit for Alzheimer's patients, Cruz told CARIBBEAN BUSINESS in an executive interview. Puerto Rico reportedly has about 60,000 elders who suffer from Alzheimer.

Cruz's company, Insignia Senior Living, boasts 15 assisted-living communities in Georgia and Florida.

"I had always wanted to develop my projects on the island, but because of the high real-estate prices it was impossible," Cruz said, adding that

the recession brought on a decrease in real-estate prices, allowing him to finally bring Insignia's technology and services to the island.

Cruz is particularly attracted by Puerto Rico's aging population. Although Census statistics revealed the Puerto Rico population has shrunk, the senior population over the age 65 is growing at a rate that exceeds that of the U.S. mainland.

That poses a major challenge in providing services, he said, requiring specialized centers like those created and built by Insignia.

The Residence Senior Living, which will house the innovative memory unit, is an exclusive community that offers its residents assisted-living services as well as all the professional and personal help that an older adult needs to live with greater confidence and security. ■