

For Immediate Release

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Integrated Care Communities, LLC

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Managing Member

MEDIA ALERT – FEBRUARY 23, 2001 – SAVE THE DATE

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MORENO VALLEY, CA – A new model of healthcare for the new millennium is coming to Moreno Valley.

Dr. Carl E. Rowe, managing member of Integrated Care Communities (ICC), announced today that a long awaited groundbreaking ceremony would take place Friday, February 23, 2001 from 11:30 a.m. to 1:00 p.m. on the grounds of Riverside County Regional Medical Center.

250 invited guests including representatives Mary Bono and Ken Calvert, the Riverside County Board of Supervisors, the Moreno Valley City Council, and the Director of HUD – Region IX will be served a buffet lunch and given a Diamond-tel power point presentation on the various features of the ICC campus.

After five years of planning and intensive and exhaustive Federal, County and City of Moreno Valley reviews, the new nine-acre, approximately \$16 million ICC long-term medical care campus located on the grounds of the Medical Center is ready to become a reality.

Featuring a unique, first-of-its-kind public/private partnership model, financed by the sale of tax-exempt bonds insured by the Federal Housing Administration (FHA), the ICC campus will provide residents of the Inland Empire with a complete continuum of care. From acute hospital stay to home health, wellness, adult day care, child day care, assisted living, and skilled nursing care, ICC is ready to provide a seamless transition of care from one level to the next.

The project will be built in four Phases. Phase I will consist of 68 beds in 4 Assisted Living Facility buildings with 1 of the buildings dedicated to Alzheimer's care. Phase II will be a 236 occupant extended hours (6:30 a.m. – 11:30 p.m. M-F) Child Day Care Center with a special capacity allotment for sick and disabled infants and children. Both are scheduled to open in the Fall of 2001. Phase 3, a 60-bed Skilled Nursing Facility and Phase 4, an 80 occupant Adult Day Care Health Center, are to be completed by fall 2002.



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“A new model of healthcare...”

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“This has been a dream of mine for over fifteen years and to see it now become reality is truly gratifying,” said Dr. Rowe. The eight building, 62,000-square-foot campus will provide services for an estimated 180 long-term guests annually and will create 170 permanent full-time health career positions in the City of Moreno Valley.

“Providing a new model of efficiency and effectiveness in long-term residential healthcare is especially timely as the demographic tidal wave of elderly will arrive in the next ten years. ICC and Riverside County have both looked ahead and are preparing to share health services responsibilities and integrate the needs of guests and their families with community, government and educational resources. This will ultimately result in improved healthcare delivery while reducing health services cost,” said Dr. Rowe, “which is a must if everyone in the future who needs service will be able to receive it.”

Dr. Rowe and his management team have successfully operated nine residential care facilities in the Moreno Valley and Riverside areas for over ten years. Dr. Rowe is considered a leader and expert in the residential and long-term care industries. He has served as an advisor to the State of California on issues of elder residential care and was a Governor Wilson Awardee of the first ever Pacific Research Institute’s Efficiency in Government Award. Dr. Rowe and his wife Bette reside in Moreno Valley.

To reach the ICC campus from both Riverside and Los Angeles, drive east on Interstate 60 to Moreno Valley, exit Nason Street south and continue to East Hospital Road, Riverside County Regional Medical Center. Turn right, west, and Integrated Care Communities will be built on the north side of East Hospital Road stretching from Nason to adjacent the medical center.

To download this press release in digital form and for access to scanned artwork ready for reproduction, visit www.icarecommunities.com and click on Media Resources. For more information on Integrated Care Communities and the upcoming groundbreaking event, contact Dr. Carl Rowe at (909) 243-3837.

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