

Brookdale Senior Living Solutions Newsroom

## **Brookdale Shines at the 2017 Argentum Senior Living Executive Conference**

### **Associates recognized for contributions to the senior living industry**

BRENTWOOD, Tenn., May 5, 2017 /PRNewswire/ -- Brookdale Senior Living celebrated several successes at the annual Argentum Senior Living Executive Conference in Nashville, May 1-3, 2017. The company and its associates were honored with three prestigious awards: Regina Rice, licensed practical nurse/licensed vocational nurse (LPN/LVN), was named a 2017 Hero Award winner, the company's Entrepreneur in Residence program won a 2017 Best of the Best Award and the Director of Strategy & Innovation, Andrew Smith, was selected as a Senior Living Leader Under 40 winner.

### **Argentum Hero Award**

Rice was honored for exemplifying the excellence, caring and dedication of those serving residents in the senior living field.

"The residents and their families bring me the most joy," said Rice. "I love them, all of them. They are my family."

Each year, senior living company leaders and executive directors of senior living communities nominate associates who are mission-driven and represent the high standards residents and families expect when choosing care. A panel of judges voted to determine five winners nationally.

Brookdale Edgewood executive director Jeannette Bredestege said she nominated Rice for being a champion for residents in both the memory care unit and for the assisted living side, as well. She makes residents' needs her priority and will not stop until those needs are met, even if it means spending some personal time. Rice also believes that training other associates is important and spends a lot of personal training time with them to ensure the residents receive



the best care. Click [here](#) to watch Argentum's video about Rice.

"Regina is a role model for every associate in our community," said Bredestege. "Everything she does, she does with compassion and excellence. She's an example for excellent care and positivity. She not only sets the bar but overachieves on the need for high standards of care for our residents."

### **Argentum 2017 Best of the Best Winner**

Argentum also honored Brookdale for achievement in innovative technology. Brookdale's Entrepreneur in Residence (EIR) program captured a 2017 Best of the Best Award for showing unparalleled passion and commitment to providing an optimal environment for residents and families. Through the EIR program, Brookdale has been able to evaluate products and services intended to benefit residents and help entrepreneurs achieve their goals.

### **Senior Living Leader Under 40 Award**

New in 2017, Argentum is recognizing industry professionals under the age of 40, who are emerging visionaries and thought leaders. Smith was recognized at the conference and will be featured in an upcoming issue of Senior Living Executive magazine.


### **About Brookdale**

*Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions primarily within properties that are designed, purpose-built and operated to provide the highest-quality service, care and living accommodations for residents. Brookdale operates independent living, assisted living, and dementia-care communities and continuing care retirement centers, with approximately 1,052 communities in 47 states and the ability to serve approximately 103,000 residents as of March 31, 2017. Through its ancillary services program, the Company also offers a range of outpatient therapy, home health and hospice services.*

Contact: Heather Hunter, (615) 564-8622, [hhunter@brookdale.com](mailto:hhunter@brookdale.com)

SOURCE Brookdale Senior Living

---

Additional assets available online:  Photos (1)

<http://newsroom.brookdale.com/2017-05-05-Brookdale-Shines-at-the-2017-Argentum-Senior-Living-Executive-Conference>