

DEER MEADOWS



For over 75 years, the “old Baptist Home” has been a landmark on the Boulevard in northeast Philadelphia. Passersby have become accustomed to the multi-story brick building that, from the outside, has not changed much over the years. Like many organizations with older retirement communities, the management team and board members were faced with challenging questions about the future of the Baptist Home, now known as Deer Meadows Retirement Community (DMRC). What changes to the community are necessary to remain successful in the marketplace? How do we stack up to all the competitors around us? What amenities do today’s seniors want? How can we make our apartments and our community more desirable? Is the city losing senior residents and should we be concerned? These questions led Deer Meadows to seek an extensive market feasibility study from Brecht Associates to help them reposition their community for the future.

Focus groups with Deer Meadows residents and families, interviews with representatives of local organizations serving the elderly as well as a comprehensive evaluation of area demographics and the competitive environment provided valuable insights which shaped the recommendations for Deer Meadows.

The study demonstrated that Deer Meadows has an unparalleled reputation and name recognition in the community and with some key adjustments could continue to successfully serve the elderly in northeast Philadelphia. Not only is the new skilled nursing center acclaimed for offering spacious private accommodations for residents in a state-of-the-art environment but it is known for its commitment to providing excellent services and quality living to area residents in all levels of care.

Changes on the bricks and mortar at Deer Meadows are well underway. To date, many of the small studio rooms/apartments in independent living have been combined to create luxury one and two bedroom apartments complete with full kitchens and washers and dryers in every apartment. Extensive remodeling is also underway to update the hallways, lighting, and existing activity spaces. In addition, a wellness center and computer center have been added. The response to all of the changes has been tremendous.