



Yes, we have exciting news to announce!

Worcester's Briarwood Continuing Care Retirement Community has awarded its management contract to Rogerson Communities

Briarwood Continuing Care Retirement Community, located in Worcester, MA, recently announced that their Board of Trustees awarded its management contract to Rogerson Communities. Starting January 1, 2021, Rogerson will provide executive level administrative support and counsel on all aspects of Briarwood Community's operations.

Briarwood began in 1984 as a community of cottages and expanded to a CCRC in 1993. Over the past 27 years, Briarwood has built a stellar reputation as a continuing care retirement community in the West Boylston/Worcester community. Today this property includes 105 Independent Living Cottages, 88 Independent Living Apartments, 24 Assisted Living units and 12 Memory Care units. In addition there is a Wellness Center and Knollwood Nursing Center with 82 Skilled Nursing Beds licensed by the Department of Public Health.

Briarwood's Board of Trustees chose Rogerson for its depth of experience in managing similar communities, its transparent management style, and strong network with the senior care community.

Rogerson's President and CEO Walter Ramos often refers to "The Rogerson Model" which led in no small way to the success we experienced in keeping our residents and staff safe during the onset of COVID-19. Our model has garnered accolades from industry leaders nationwide and Rogerson is recognized as an experienced and qualified Management Agent in the field of retirement housing and healthcare for seniors.

From its early history of developing supportive, independent housing for low-income elders, Rogerson has become a leader in developing and managing communities that provide a continuum of care for moderate-income older adults, a group that until recently has been overlooked. With 23 properties currently under management, including five communities serving moderate-income seniors, Rogerson's advantage in the market is its expertise in providing cost-effective management to properties serving older adults across all income levels.

"Rogerson and Briarwood share the same goals and mission: to provide quality housing for elders, a wonderful and caring community in which to live, and access to great health care," explained Walter Ramos. "This is a natural partnership for Rogerson as we continue to grow our model and partner with likeminded institutions. We are very excited to embark on this new endeavor."