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**CIENA HEALTHCARE OPENS NEW
SKILLED NURSING FACILITY IN WEST BLOOMFIELD**
*\$12 Million Investment “Notting Hill of West Bloomfield” Features Short- and
Long-Term Care, Medical Resort Services, Hydrotherapy Pool and Other Amenities*

SOUTHFIELD, Mich. – Feb. 7, 2013 – Ciena Healthcare, a leading manager and operator of skilled nursing and rehabilitation facilities in Michigan and Connecticut, announces the opening of its newest facility in West Bloomfield – **Notting Hill of West Bloomfield**. Located at 6535 Drake Rd. at the intersection of Drake and Maple roads, this spacious, “green” facility – anticipated to receive LEED Silver Certification – offers 94 short-term rehabilitation and long-term care suites, including 56 private suites, as well as medical resort services for individuals looking for a private, luxurious setting to heal following surgery or a hospital stay.

“Notting Hill of West Bloomfield is the destination for post-hospital recovery and recuperation as well as high quality long-term skilled nursing care,” said Mohammad Qazi, CEO, Ciena Healthcare. “To cater to the evolving health care needs of our community, we have designed and developed a modern facility that provides the level of amenities and services that redefine excellence and meet our residents’ lifestyle and comfort expectations.”

For individuals who require short-term medical therapy or treatment following surgery or a hospital stay, the Medical Resort at Notting Hill offers hotel-style services and amenities to promote healing in a tranquil environment. Each private suite within the Medical Resort has its own flat-screen television with cable, wireless Internet access, individual phones and numbers, and iPads and iPods upon request. To enhance the experience, a full range of spa services, such as massages and facials, also is available.

The 71,000 sq. ft. facility is equipped with private, semi-private and bariatric suites, a library, recreational area, lounge, a full service spa and salon, and manicured interior and exterior outdoor courtyards. It is one of the few skilled nursing facilities in the area to feature an indoor hydrotherapy pool that combines the healing properties of water with an underwater treadmill and resistance jet exercises

and massage system to help residents rehabilitate, become more active, and safely perform everyday tasks that lead to increased independence. The facility also features living areas designed to care for the needs of residents requiring a short-term rehabilitation stay and a separate space to meet the needs of traditional, long-term care geriatric residents.

Several dining venues and options cater to the various needs of the residents, including 24-hour room service and a menu featuring fresh foods and nutritionally balanced meals under the guidance of Ciena Healthcare's Executive Chef Edward Bailey. Chef Bailey, who trains Ciena Healthcare's chefs, has instituted an ongoing curriculum and coursework, continually updating recipes and techniques to provide "home cooked meals" and "scratch cooking" for Ciena Healthcare's residents.

"It is a honor to have a prestigious facility, such as Ciena's Notting Hill of West Bloomfield within our community," said Michele Economou Ureste, Township Supervisor, West Bloomfield Township. "West Bloomfield will now receive the benefits of a Michigan-based company that provides excellent care for both short- and long-term residents."

Built at a cost of \$12 million, Ciena Healthcare's new facility will create approximately 150 to 200 full- and part-time jobs.

"Skilled nursing facilities like Notting Hill of West Bloomfield are an integral part of reducing hospital readmissions as mandated by the Affordable Care Act," added Qazi. "Notting Hill will provide 24-hour comprehensive nursing care to residents requiring additional therapy and recovery time before returning to their home."

Ciena Healthcare has donated 2.2 acres of land containing wetlands/woodlands to the West Bloomfield Township Sports Park adjacent to the Notting Hill of West Bloomfield site so it may remain preserved, and is committed to creating new wetlands. The land allows residents to enjoy an overlook approximately 100 ft. into the wetlands and a boardwalk that leads into the existing sports park path system.

For more information, contact Notting Hill of West Bloomfield at (248) 592-2000.

About Ciena Healthcare

The Ciena Healthcare organization is comprised of 32 skilled nursing communities located in Michigan and four communities located in Connecticut, managed by Regency Healthcare Management, LLC. Ciena communities are diverse and collectively serve all resident and patient nursing care needs from short-term rehabilitation stays to long-term residency. Founded in 1998, Ciena Healthcare communities offer a holistic approach to patient care and are fully committed to residents' needs and well being while also promoting their independence. Ciena's vision is to change the way nursing communities are operated and perceived by providing and developing communities that feature private rooms, ambiance, attention to detail and quality food preparations, all delivered by high quality, compassionate and dedicated professional, support staff. For more information, visit www.cienafacilities.com or call (248) 386-0300.