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Friendship Villas Assisted Living Acquired by Solterra La Cholla

Hybrid community will continue to offer big-center care and programs, in cozy homelike setting

TUCSON, MAY 1, 2017—Solterra Senior Living, a Scottsdale, Arizona-based company that operates several senior care facilities in the state, has acquired the Friendship Villas at La Cholla assisted living facility in Tucson, Arizona. Now called Solterra La Cholla, the acquisition allows the community to add new programs and benefits to current and future residents.

“We were looking to expand our presence in the growing Tucson market and Friendship Villas provided that opportunity for us,” said Steve Jorgenson, CEO and president at Solterra.

“Solterra is a company that has more than one community already,” said Sharif Hamdan, executive director. Hamdan was previously the community relations director. “We were a standalone, family-owned property. What I love is that we are still family owned and operated, now with Jeff and Steve Jorgenson at the helm.”

Solterra retained the staff from Friendship Villas and Hamdan said it is allowing them to continue to operate as they have been, but with enhancements.

“Friendship Villas has a wonderful group of people working there, most of whom we are keeping on-staff,” Jorgenson said. “I’m excited to build on the programs and services that they already offer. It had already been providing memory care services along with assisted living and we saw an opportunity to enhance the memory care by implementing our Equilibrium program to provide better outcomes for our residents.”

“Solterra brings more stability and amenities for the residents here,” Hamdan said. “One of the biggest things we’ve done is create an enhanced-care-living neighborhood.”





Now instead of residents requiring all levels of care being spread out across the five villas, those who need the most care will stay in the enhanced-care neighborhood. That area can be staffed more heavily.

“That is a win/win for the residents, who get more appropriate care and it’s a win/win for the employees who now have a more seamless work environment,” Hamdan said.

May 4 Solterra La Cholla will have an open house for doctors, rehab facilities, referral agents, families and residents in Tucson to meet the members of the home office and celebrate the things to come. Food and beverages will be provided.

“We have the feel of a cozy care-home, but we are a licensed center,” Hamdan said. “The difference is we are all single story, we have no long hallways or confusing elevators. But we have all the amenities of the big centers — the activities, culinary department, wellness department and transportation. This is like a bed-and-breakfast with 24/7 care.”

“Solterra has unique programming and experienced systems,” Jorgenson said. “We can help take this property to the next level, providing the best in care and comfort.”

ABOUT Solterra Senior Living

Solterra Senior Living is a privately held and self-managed owner and operator of four communities in Arizona and Colorado. We are in business to ensure the individual well-being of each one of our special guests is promoted and upheld with the highest degree of integrity and respect. Our goal is to remind our residents, their family members and our team members of this simple directive...that to live is not enough, but to Live Well, and to help others do the same, is why we are all here. The Solterra “Live Well” brand is a constant reminder and is what unites the company, the community and our residents.

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