



FOR IMMEDIATE RELEASE

**FORMER PERLEY AND RIDEAU VETERANS' HEALTH CENTRE UNVEILS NEW  
NAME AND BRAND: PERLEY HEALTH**

*New brand reflects cutting-edge work to transform healthcare across five different  
verticals for Seniors and Veterans*

**Ottawa, ON – October 6, 2021** – Today, The Perley and Rideau Veterans' Health Centre revealed its new name and brand, [Perley Health](#); a symbol of its vision and commitment to lead and advocate for innovative, holistic, person- and family-centred care solutions that improve the quality of life for all Seniors and Veterans.

The 25-year-old, Ottawa-based long-term care (LTC) and independent living community adopted the new name and brand as part of an ambitious, long-term strategic plan aimed at improving healthcare for Seniors and Veterans everywhere. Under the new Perley Health brand, the community of care will be divided into five verticals to ensure that they are able to lead and advocate for change in the seniors care sector as a proud non-profit LTC provider; these are: Perley Health Veterans Care, Perley Health Centre of Excellence in Frailty-Informed Care™ (CoE), Perley Health Seniors Care Centre, Perley Health Foundation and Perley Health Senior Living.

“Today marks an exciting new chapter for all of us at Perley Health that will enable us to continue providing the very best in emerging, holistic and cutting-edge healthcare services,” said **Akos Hoffer, Perley Health CEO**. “We are a healthcare provider and so much more. We’re about compassion, we’re about applied research, we’re about developing new methods to improve care, and most of all, we’re about empowering Seniors and Veterans to live life and enjoy every day to its fullest.”

**Perley Health Has a History of Being One of Ontario's Largest and Most  
Progressive Seniors Care Communities**

The new Perley Health brand better reflects the organization's ambitious, forward-thinking mission to transform care for Seniors and Veterans along a continuum of care and to improve the practical knowledge and skills of a new generation of caregivers. Best known for providing one of Ontario's largest and most progressive long-term care communities for older adults living with frailty, Perley Health offers a unique and growing number of clinical, therapeutic and recreational services to residents, tenants and people from across the region. Perley Health is also a training ground for hundreds of

caregivers and volunteers who come to acquire hands-on skills, training and experience.

“With Canada’s population of older adults living with frailty expected to triple over the next few decades, there’s never been a more critical time to renew our commitment to quality improvement and research, and share our best practices discoveries with the wider community for the betterment of all Seniors and Veterans everywhere,” said **Dr. Benoît Robert, Perley Health’s Chief Medical Officer.**

## **Perley Health Renews Commitment to Prioritize Care and Advocacy for Canada’s Veterans**

Since its creation 25 years ago through the amalgamation of The Perley Hospital, The Rideau Veterans Home and the Veterans wing of the National Defence Medical Centre, Perley Health has continuously evolved to meet the needs of the people it serves. This includes expanding its services and programs to welcome and care for more Veterans — a long-standing tradition.

Key to this future is continuing to provide exceptional care to veterans, Hoffer notes, something Perley Health has always done, thanks in part to the support of Veterans Affairs Canada, the Royal Canadian Legion, Commissionaires Ottawa and members of the public.

This commitment is evident in the decision to create a new, secure unit for Veterans within the Rideau Veterans Residence, an LTC building recently renamed and assigned to house Veterans residing at Perley Health.

## **Perley Health’s Applied Research Priorities Focus on Individualized Care and the Psychosocial Impacts of the Pandemic on Residents**

The organization’s long-term transformation has been underway since 2010, with major growth in their service offerings evolving over recent years and leading up to this rebrand. One of the most pertinent examples of growth and focus on innovation was the launch of Perley Health **Centre for Excellence in Frailty-Informed Care™ (CoE)**, which conducts applied research and identifies, develops and shares best practices in the care of older adults living with frailty at Perley Health and the wider community as well.

One of the CoE’s recent initiatives and focus of ongoing research is SeeMe™, a frailty assessment and management framework that takes a holistic, individualized approach

to care. The CoE is also investigating the psychosocial impacts of COVID-19 restrictions and exploring the benefits of intergenerational visits between university students and residents living with dementia.

“The pandemic restrictions have shown how detrimental social isolation can be to seniors,” said **Dr. Annie Robitaille, Commissionaires Ottawa Research Chair of the Perley Health CoE and Assistant Professor in the Interdisciplinary School of Health Sciences at the University of Ottawa.** “It really brings to light how critical it is that they remain engaged mentally and physically.”

Perley Health is a unique centre for applied research, education, and clinical and therapeutic services that empowers Seniors and Veterans to live life to the fullest in an environment they are proud to call home. Located adjacent to the Ottawa Hospital, Perley Health’s 10-hectare campus features 450 long-term care beds and 139 independent-living apartments, with Veterans enjoying priority access to both. For more information, see [perleyhealth.ca](https://perleyhealth.ca).

- 30 -

### **About Perley Health**

Perley Health is a unique and innovative community that empowers Seniors and Veterans to live life to the fullest. Home to more than 600 Seniors and Veterans in long-term care and in independent apartments, Perley Health is also a centre for research, education, and clinical and therapeutic services. One of the largest and most progressive long-term care homes in Ontario, Perley Health provides a growing number of clinical, therapeutic and recreational services to residents, tenants and people from across the region. Our Centre of Excellence in Frailty-Informed Care™ conducts and shares the practical research needed to improve care. Future caregivers come here to study and acquire hands-on skills and experience. And more than 400 regular volunteers connect us closely with the community. Together, we improve the well-being of Canada’s ageing population. See more at [perleyhealth.ca](https://perleyhealth.ca).