

Marquis Companies operates skilled nursing, assisted living, and home health care. We approach senior care differently, we believe a person shouldn't be defined by their age or medical condition. We believe you can still fulfill dreams.

PHIL FOGG JR. | INTERVIEW PART 2 CONTINUED

From the resident's perspective, I believe that no matter what stage of your life you're at, you can have some level of vitality, and it's the responsibility of our facilities to help people find meaning and hope in their lives. It's difficult sometimes, but there's nothing more rewarding.

Marquis seems to enjoy an unusually high level of staff loyalty and longevity. How do you explain that?

I believe company culture is about the decisions and choices we make every day, and over the past 20 years, our staff has been able to watch

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us in action. I think that's our advantage—they trust us. And I have to say, there are very few things more gratifying to me than that.

You get a little emotional about this topic.

It's difficult to put into words, but what I'm most proud of is the culture we've established here at Marquis. Our people are loyal and dedicated because they believe this is an organization they can be proud of, that respects them as a person, and that tries to create an environment that is positive and vital.



REACHING NEW HEIGHTS

MARCIA | NEW CHAPTERS EVENT



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MARCIA WAS ALWAYS AROUND AIRPORTS. Her husband was an airplane mechanic and a pilot but she always wished to ride in a helicopter. She shared this wish with her son, Mark, who shared it with the staff of Vintage Suites. On September 17th, 2008, she got the ride of her life.

After a morning of pampering in the Vintage Suites beauty salon, Marcia, along with friends and family were chauffeured by limousine to the Laurel Airport. A van full of friends and a virtual paparazzi of media vehicles were in tow. "I've never had my picture taken

so much". At the airport, she was lifted in to the helicopter, strapped in and fitted with headphones. Marcia waved to the crowd below as she rose up under the beat of the blades. She saw Yellowstone Valley and more from the Big Blue Yonder. "You can see so much more in a helicopter, and I got to kiss the pilot!". The festive air continued as the crowd went to lunch at a restaurant of Marcia's

choice. Northern Skies Aviation, Willson Transportation and Kelsey Milliron lent their time and talents to make it "The best day of my life" for Marcia.



LONG-TERM CHALLENGES

MARQUIS FOUNDER AND CEO PHIL FOGG JR. TALKS TO LONG-TERM LIVING MAGAZINE COLUMNIST GARY TETZ ABOUT THE FINANCIAL CHALLENGES OF LONG-TERM CARE AND MAKING A LONG-TERM CARE DECISION FOR A FAMILY MEMBER.

Is there a quality measure you value most?

Well, we measure quality from two perspectives. One, of course, is compliance with all state and federal rules. But beyond that, every month 20 percent of our clientele, whether in facilities or in home health care environments, receive a telephone customer satisfaction survey call from an independent organization. The results of those calls are as important to us as regulatory compliance, because we think they're a better way to measure quality.

What priority does Marquis place on reinvesting into facilities and programs?

That's a very high priority for us. We recently evaluated the physical condition of all our facilities on a consumer-type grading scale, and gave them each an "A", "B" or "C". We then made a strategic decision to ensure every facility is a "B" or above within the next 10 years, and to only operate "A's" after that. To do that, we'll replace old facilities with new buildings, and invest in remodels for facilities that need upgrades.

How much emphasis and budget do you put on staff educational programs?

A lot. It's something we believe in very strongly. We have a policy to fund up to 10

percent of any staff member's annual gross pay as in education benefit, and for some who are pursuing careers in nursing or administration we'll pay up to 100 percent. We're passionate about people improving themselves and growing, and several executives on our management team are people who took advantage of the program.

The word "vitality" keeps popping up in Marquis marketing materials. How is it reflected in your facilities or staff?

If you were touring a Marquis building, I think you'd see vitality in the energy and passion our people have for what they're doing. They really want to make a difference in the lives of our residents, and aren't just here to collect a paycheck.

