



ELDERCARE
MADE FOR THIS MOMENT

THE GREEN HOUSE DIFFERENCE



Our Core Values

Meaningful Life: Homes that are centered on elders – where deep knowing; autonomy and control; and purposeful, meaningful engagement are key.

Empowered Staff: As part of an organizational redesign, empowered teams thrive with a collaborative coaching culture and shared decision-making.

Real Home: Intentional communities of belonging that leverage the power of normal, deinstitutionalized living, and convivium – the sharing of good food in good company.



The Green House Project is a non-profit organization founded on the belief that everyone has the right to age with dignity. GHP seeks to protect this right through the creation of non-institutional eldercare environments – known as Green House homes – that empower the lives of residents and staff members alike.

GHP offers a variety of elder-centric solutions, including project management, education, and training that supports enduring, transformative, and sustainable change. Since the first Green House homes opened their doors in 2003, GHP has helped more than 80 organizations build nearly 400 Green House homes in 35 states.

Backed by two decades of experience and an ever-growing evidence based backed by academic research, the Green House model has been proven to produce the following outcomes:

- Superior quality of life for elders
- Improved job satisfaction and lower workforce turnover
- Better staff-to-resident ratios
- Higher occupancy rates
- Substantially lower rates of COVID-19 infection and death

Homes that Revolutionize Care and Disrupt the Status Quo

A Green House home is a small-scale, self-contained, and self-sufficient community providing nursing home and assisted living care – with elders at the center of every decision.

Each home includes private rooms and bathrooms for each elder, a living room with a fireplace, a residential kitchen where meals are prepared fresh daily, and easily accessible outdoor spaces.

In short, if it doesn't belong in a private home, it doesn't belong in a Green House home.

Green House homes are designed to reinforce the humanity and dignity of elders while eliminating the institutional elements that make living in traditional nursing homes feel so alienating and isolating.

What You'll Find in Green House Homes

- Living rooms, dining rooms, and open kitchens with pantries
- Dens, porches, and yards
- Outdoor spaces that are easy to access and navigate
- Private bedrooms, each with their own bedroom and shower
- Residential-style home offices, laundry machines, and housekeeping closets
- Interior materials, colors, and furnishings that project a sense of warmth and normalcy

What You Won't Find

- Nurses' stations
- Medicine carts
- Commercial kitchens
- Clinical areas such as therapy gyms
- Shared bedrooms and bathrooms
- Harsh fluorescent lighting
- Office furniture



The Green House Philosophy

The model isn't just about design – it's about changing the culture of eldercare to emphasize the needs and wants of residents, while also empowering caregivers to make decisions that improve elders' quality of life. In Green House homes, certified nursing assistants (CNAs) act as universal caregivers, performing the same tasks as CNAs in traditional nursing homes while also preparing meals and performing light housekeeping tasks.

Not only does this model more closely align with the way care is provided in private homes, it also helps to foster deep, knowing relationships between residents and caregivers.

Those real connections are the heart and soul of every Green House home – and providers without the capital or space to build new infrastructure can still incorporate the Green House operational principles into their communities through our cultural transformation services.

Best Life Dementia Approach

GHP's Best Life dementia care approach is a perfect example of a philosophy that works no matter what the physical environment looks like. Best Life helps people and organizations support adults living with dementia to lead rich and rewarding lives, built around four principles:

- **Power of normal:** Individuals should live in the least restrictive environment possible and experience culturally typical activities
- **Focus on retained abilities:** People living with dementia can and should experience real relationships with people of all ages, pets, and nature
- **Dignity of risk:** There is dignity and autonomy in the ability of people living with dementia to take appropriate risks
- **Advocacy:** People living with dementia should always have a variety of experiences and choices, and maintain the right to rehabilitation

Between cultural transformation services and Best Life, GHP can put its decades of knowledge and expertise in person-directed living to work for any eldercare organization.

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