

In Need of Assistance:
Negligence in Brookdale Senior Living

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Executive Summary

Making the decision to move to assisted living requires consideration of multiple factors, the most important of which: do you trust the level of care in the community you are entering. “Will you or your loved one be abused or neglected?” is a hard question to ask, but necessary with public news coverage of such cases in facilities operated by larger medical companies. *Brookdale Senior Living* in particular has a history of lawsuits for negligence, one of the reasons for a change of CEOs in 2018. New management and direction was supposed to lead Brookdale to a more ethical and financially stable future; however, new legal cases stemming from the same ethical issues indicate the persistence of systemic negligence. After careful research and consideration, we here at CARE (*The Consultant Association for Response Ethics*) would like to present, to the Brookdale Board of Directors, a multitiered solution called AIM to prevent future negligence. *AIM* focuses short-term on more accountability for Brookdale's *Administration* and associates, to protect *Inhabitants* and provide outlets for ethical reporting. Long-term *Marketing* of Brookdale as an ethical company will show future residents and families that Brookdale can be a leader in its industry.