

# Nursing center boasts entrepreneurial flair

By RENA FULKA  
SPECIAL WRITER

Designed amid 14 wooded acres, it overlooks the busy Woodward corridor in Oakland County. With its state-of-the-art technology and hotel-like image, Woodward Hills Nursing Center strives to provide the highest standards of rehabilitative and geriatric care while offering every comfort and convenience.

The facility is one of four joint ventures that merges the entrepreneurial spirit of Premier Healthcare Management partners Tim Spiro and Jack Bell with the medical expertise provided by medical personnel at Royal Oak-based William Beaumont Hospital.

"It's a Beaumont premier quality facility," said Spiro, from the new office he shares with Bell at the Bloomfield Hills facility. "Our guests have a higher expectation of service."

With the February opening of the center's 60,000-square-foot

support services wing, clients will now have access to a large physical and occupational therapy gymnasium, dining areas, lounges, a beauty salon and an ice cream parlor.

Room accommodations for short- and long-term care include mini-suites, and private and semi-private rooms — some with patios overlooking enclosed, landscaped courtyards that offer a taste of the outdoors in a secure environment. The 66-bed facility also offers a full social calendar and programs like music, art and dance therapy.

"No one wants to be sick," said Bell, a West Bloomfield resident. "But when they come here, they make friends and it's like a whole new world for them. It's done right, it should be a positive experience."

Woodward Hills Nursing Center boasts a full range of rehabilitation services by registered physical therapists, speech/language therapists and occupa-

al therapists, along with 24-hour nursing care under the direction of board-certified geriatric physicians. Computers linked to Beaumont Hospital instantly transmit medical records and pertinent patient information, reducing the chance for error.

"We hope and project to admit and discharge in excess of 125 guests a month," said Spiro, adding that the Center is Medicare certified. The center draws its clientele from Oakland County communities within a seven- to 10-mile radius.

An emphasis on sub-acute care enables clients to shorten their hospital stay and complete care requirements in the center's homey atmosphere where hospitality, service and respect go hand-in-hand.

"A big percentage of our guests will get well and go home," said Spiro, who resides in Farmington Hills. "Our best advertisement is word of mouth."

With its high visibility and its

close proximity to Beaumont Hospital, the center at 1312 N. Woodward "just cried out for what we envisioned," said Spiro.

Purchased in 1994, the original 30,000-square-foot building was completely renovated before opening its doors. Phase II of the project now brings the total square footage to 90,000, with the cost of the entire project exceeding \$15 million. The center was designed by Edmund London and Associates of Southfield, with construction management by West Bloomfield-based Karotech Construction, Inc.

"The key to success, literally, is the day-to-day, hands-on management," said Bell, who began his partnership with Spiro 15 years ago with a staff of four. Today, the four Beaumont

premier facilities combined employ nearly 1,000 individuals. "Very few people ever leave us," added Spiro, of his growing staff of professionals. "And we keep adding talent."



STAFF PHOTO BY JERRY ZOLNERT

High tech elegance: Premier Healthcare Management partners Tim Spiro (left) and Jack Bell share office space in the newly expanded Woodward Hills Nursing Center.

## Oakland firm pledges major support to Empowerment Zone

Southfield-based Lear Corp. and Detroit-based Bing Manufacturing have formed a joint venture to build a manufacturing facility within Detroit's Empowerment Zone, creating 70 new jobs.

The new firm will be the first supplier of total interior systems to operate within the Empowerment Zone.

Scheduled to break ground in mid-May, the 40,000-square-foot

facility will be within the North Industrial Park in Detroit. Initially, the facility will supply seating systems for a 1997 model Ford vehicle program.

"We feel this joint venture with BMI will create a 'win-win' situation to benefit Lear, its customers and the City of Detroit," said Ken Way, Lear chairman. "Lear's 75-year relationship with Detroit has instilled a deep-rooted commit-

ment to the city. We want to do all that we can to be a part of Detroit's revitalization efforts."

BMI, an automotive supplier of components and assemblies, is owned by Dave Bing, Forest Farmer and Mel Farr. The company is the leading employer in the Empowerment Zone, and broke ground on its first facility in 1994.

"We have had great success in our initial year of business," said

Dave Bing, BMI chairman. "This partnership with Lear, one of the largest automobile suppliers in the world, will increase our automotive reach because we are entering a new area of the automotive business with potential for substantial growth."

Carlos Mazzorin, vice president purchasing, Ford Motor Co., said: "Earlier this year, we announced our commitment to support and encourage our sup-

pliers to invest in Detroit's Empowerment Zone. The joint venture between Lear Corp. and Bing Manufacturing is the first tangible result of our program. We played a role in getting these two Ford Q1 suppliers together and we're pleased to support the new joint venture with a contract for a future new model program. This investment in Detroit's Empowerment Zone is a harbinger of more good things

to come for the City of Detroit."

Detroit's Empowerment Zone is designed to create jobs, strengthen families and rebuild neighborhoods. The city will receive federal grants to improve the quality of life for residents and offers tax breaks and other incentives to entice businesses to relocate or expand within an 18-square-mile area in the southwestern, central and eastern sections of Detroit.

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