



NC DEPARTMENT OF HEALTH AND HUMAN SERVICES

ROY COOPER • Governor
KODY H. KINSLEY • Secretary
MARK PAYNE • Director, Division of Health Service Regulation

VIA EMAIL ONLY

December 19, 2024

Terrill Harris
tjharris@foxrothschild.com

No Review

Record #: 4671
Date of Request: December 11, 2024
Facility Name: Brookridge Retirement Community
FID #: 922961
Business Name: Baptist Retirement Homes of North Carolina, Inc.
Business #: 139
Project Description: Construct 12 independent living cottages with a studio apartment added at the back of each home for residents with dementia and their caregivers
County: Forsyth

Dear Ms. Harris:

The Healthcare Planning and Certificate of Need Section, Division of Health Service Regulation (Agency) received your correspondence regarding the project described above. Based on the representation in your request and the CON law in effect on the date of this response to your request, the project as described is not governed by, and therefore, does not currently require a certificate of need. If the CON law is subsequently amended such that the above referenced proposal would require a certificate of need, this determination does not authorize you to proceed to develop the above referenced proposal when the new law becomes effective.

This determination is binding only for the facts represented in your correspondence. If changes are made in the project or in the facts provided in the correspondence referenced above, a new determination as to whether a certificate of need is required would need to be made by this office. As a reminder, it is unlawful to offer or develop a new institutional health service without first obtaining a certificate of need. The Department reserves the right to impose sanctions, including civil penalties and the revocation of a license, upon any entity that offers or develops a new institutional health service without first obtaining a certificate of need.

Please do not hesitate to contact this office if you have any questions.

NC DEPARTMENT OF HEALTH AND HUMAN SERVICES • DIVISION OF HEALTH SERVICE REGULATION
HEALTHCARE PLANNING AND CERTIFICATE OF NEED SECTION

LOCATION: 809 Ruggles Drive, Edgerton Building, Raleigh, NC 27603
MAILING ADDRESS: 809 Ruggles Drive, 2704 Mail Service Center, Raleigh, NC 27699-2704
https://info.ncdhhs.gov/dhsr/ • TEL: 919-855-3873

AN EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

Sincerely,

*Yolanda W. Jackson*

Yolanda Jackson  
Project Analyst

*Micheala Mitchell*

Micheala Mitchell  
Chief

cc: Nursing Home Licensure and Certification Section, DHSR

## Jackson, Yolanda W

---

**From:** Harris, Terri <TJHarris@foxrothschild.com>  
**Sent:** Monday, December 16, 2024 10:50 AM  
**To:** Jackson, Yolanda W  
**Cc:** rvanderslik@thrivemorenc.org; Hale, Gloria  
**Subject:** RE: [External] No review request letter for Brookridge Retirement Community, Forsyth County

You don't often get email from tjharris@foxrothschild.com. [Learn why this is important](#)

**CAUTION:** External email. Do not click links or open attachments unless verified. Report suspicious emails with the Report Message button located on your Outlook menu bar on the Home tab.

Good morning – I hope you had a good weekend. In answer to your specific question, the residents in the independent living cottages will not receive the same services that are usually provided to residents with dementia in the assisted living units. The level of service is lower than in assisted living. The cottage residents with dementia are appropriate for the independent living setting and do not rely on staff to help with ADLs. Thrivemore describes the proposed services as companion services. When a caregiver needs to be away from the cottage, the caregiver can walk the spouse with dementia to the community center, where the team will step in like an adult day care program. Each resident will spend most of their time in their own cottage and with their caregiving spouse but will have the option of the community center and common areas when the caregiving spouse is away from the cottage or the person with dementia wants to engage in activities.

Some of the activities will be similar to activities provided to assisted living residents with dementia, but the similarities end there. Activities and programming in the community center will be individualized and are expected to include recreational and social activities with music and interaction with peers, exercise, educational and cultural programs, and intergenerational experiences.

Please let us know if you have other questions.


Kind regards.


**Terri Harris (she/her)**


Partner



230 N. Elm Street  
Suite 1200  
Greensboro, NC 27401

 (336) 378-5383

 (336) 202-9587

 (336) 378-5400

 [tjharris@foxrothschild.com](mailto:tjharris@foxrothschild.com)

---

**From:** Jackson, Yolanda W <yolanda.jackson@dhhs.nc.gov>  
**Sent:** Friday, December 13, 2024 1:13 PM  
**To:** Harris, Terri <TJHarris@foxrothschild.com>  
**Cc:** rvanderslik@thrivemorenc.org; Hale, Gloria <gloria.hale@dhhs.nc.gov>  
**Subject:** [EXT] RE: [External] No review request letter for Brookridge Retirement Community, Forsyth County

Good afternoon,

We are reviewing your request and have a question. Will the residents in the independent living cottages receive the same services that are usually provided to residents with dementia in the assisted living units?

**Yolanda Jackson, JD**  
Project Analyst, CON  
Healthcare Planning and Certificate of Need Section  
Division of Health Service Regulation  
[North Carolina Department of Health and Human Services](#)

*(I am in the office Mondays and Tuesdays. I am working remotely on the other days, therefore email is typically the best way to reach me.)*

Main Number: 919-855-3873  
[yolanda.jackson@dhhs.nc.gov](mailto:yolanda.jackson@dhhs.nc.gov)

**NCDHHS provides essential services to improve the health, safety and well-being of all North Carolinians. Learn more about [NCDHHS initiatives and priorities](#).**

**600,000 more people can get health coverage starting Dec. 1, 2023. Learn more at [Medicaid.ncdhhs.gov](https://www.ncdhhs.gov/medicaid).**

[Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)

---

**From:** Harris, Terri <TJHarris@foxrothschild.com>  
**Sent:** Wednesday, December 11, 2024 9:57 AM  
**To:** Jackson, Yolanda W <yolanda.jackson@dhhs.nc.gov>; Hale, Gloria <gloria.hale@dhhs.nc.gov>  
**Cc:** [rvanderslik@thrivemorenc.org](mailto:rvanderslik@thrivemorenc.org)  
**Subject:** [External] No review request letter for Brookridge Retirement Community, Forsyth County

You don't often get email from [tjharris@foxrothschild.com](mailto:tjharris@foxrothschild.com). [Learn why this is important](#)

**CAUTION:** External email. Do not click links or open attachments unless verified. Report suspicious emails with the Report Message button located on your Outlook menu bar on the Home tab.

Good morning – I hope you are both well. Attached please find my letter requesting a no review determination for a new concept in dementia care, as detailed in the letter. Please let us know if you have any questions.

Kind regards.

**Terri Harris (she/her)**

Partner



230 N. Elm Street  
Suite 1200  
Greensboro, NC 27401

- [\(336\) 378-5383](tel:(336)378-5383)
- [\(336\) 202-9587](tel:(336)202-9587)
- [\(336\) 378-5400](tel:(336)378-5400)
- [tjharris@foxrothschild.com](mailto:tjharris@foxrothschild.com)

This email contains information that may be confidential and/or privileged. If you are not the intended recipient, or the employee or agent authorized to receive for the intended recipient, you may not copy, disclose or use any contents in this email. If you have received this email in error, please immediately notify the sender at Fox Rothschild LLP by replying to this email and delete the original and reply emails. Thank you.

---

Email correspondence to and from this address is subject to the North Carolina Public Records Law and may be disclosed to third parties by an authorized State official. Unauthorized disclosure of juvenile, health, legally privileged, or otherwise confidential information, including confidential information relating to an ongoing State procurement effort, is prohibited by law. If you have received this email in error, please notify the sender immediately and delete all records of this email.

This email contains information that may be confidential and/or privileged. If you are not the intended recipient, or the employee or agent authorized to receive for the intended recipient, you may not copy, disclose or use any contents in this email. If you have received this email in error, please immediately notify the sender at Fox Rothschild LLP by replying to this email and delete the original and reply emails. Thank you.



230 N. Elm St.  
Suite 1200  
Greensboro, NC 27401  
☎ 336.378.5200 📠 Fax 336.378.5400  
[www.foxrothschild.com](http://www.foxrothschild.com)

TERRI HARRIS  
Direct No: 336.378.5383  
Email: [tjharris@foxrothschild.com](mailto:tjharris@foxrothschild.com)

December 11, 2024

Via E-mail ([yolanda.jackson@dhhs.nc.gov](mailto:yolanda.jackson@dhhs.nc.gov); [gloria.hale@dhhs.nc.gov](mailto:gloria.hale@dhhs.nc.gov))

Yolanda Jackson, Project Analyst  
Gloria Hale, Team Leader  
NC Department of Health and Human Services  
Division of Health Service Regulation  
Healthcare Planning and Certificate of Need Section  
2701 Mail Service Center  
Raleigh, NC 27699-2701

Re: Request for No Review Determination for Brookridge Retirement Community,  
1199 Hayes Forest Drive, Winston Salem, Forsyth County

Dear Ms. Jackson and Ms. Hale:

Our firm represents Baptist Retirement Homes of North Carolina, Incorporated d/b/a Thrivemore. Thrivemore operates Brookridge Retirement Community (“Brookridge”), a continuing care retirement community (“CCRC”) in Winston-Salem, as well as communities in Cabarrus, Stanly, and Buncombe Counties. We are writing to obtain confirmation that a proposed new concept in dementia care is not a new institutional health service and therefore does not require a certificate of need (“CON”).

The new concept will support couples continuing to live together after one member of the couple is diagnosed with dementia or other types of memory loss, an increasingly common phenomenon. In 2023, the Centers for Disease Control and Prevention (“CDC”) reported that about 6 million people in the United States have a dementia diagnosis, and that number is expected to grow to 14 million by 2060. These individuals typically decline at a more rapid rate when denied autonomy and the comforts of home. Often, to prevent putting a loved one in care and enduring separation, the caregiver partner will struggle with caregiving in the family home for too long, leaving the primary caregiver overburdened and exhausted.

A Pennsylvania Limited Liability Partnership

Yolanda Jackson, Project Analyst  
Gloria Hale, Team Leader  
December 11, 2024  
Page 2

With input from caregivers and the expertise of a North Carolina-based architect, Thrivemore has developed a new model of specialized senior living with a footprint unlike any that we can find in the marketplace today. Thrivemore plans to pilot this concept at Brookridge to enable caregiving partners to reside with partners who are navigating the challenges of dementia. If the pilot is as successful as expected, Thrivemore will use this model at one or more of its other communities in North Carolina.

Specifically, Thrivemore plans to construct 12 independent living cottages around the perimeter of a circular common area. At the back of each home will be an added studio apartment where the partner navigating the challenges of dementia can be safely left alone for short periods of time, such as when the caregiver needs to grocery shop, see a medical provider, or simply take a break. Each studio apartment opens into the center of the community, providing secure access to gardens, a community center with engaging activities, and trained staff 24/7. The community center will be operated like an adult day program for residents living in the new model. The partner with dementia will be able to spend time in the studio apartment, go to the community center, or walk in the gardens but will not be able to leave the secure area bordered by the independent living cottages or reenter the main independent living cottage alone.

Thrivemore's project will not involve the construction, development, or other establishment of a health service facility, and it will not involve the expansion of a health service or health service facility. There will be no change in bed capacity for or any construction related to any adult care home facility or skilled nursing facility that are part of the CCRC. The project will not include developing a home health agency, a hospice agency, or a hospice residential or inpatient facility. Adult day programs are not subject to CON review. Simply put, this independent living project does not fall within any category of new institutional health service as defined in N.C. Gen. Stat. § 131E-176(16) for which a CON is required.

We ask that you respond to confirm that this innovative solution to dementia care is not governed by the CON law and therefore not subject to CON review. Please let me know if you have questions.

Sincerely,



Terrill Johnson Harris

cc: Reed VanderSlik, President and CEO, Thrivemore

**From:** [Jackson, Yolanda W](#)  
**To:** [Stancil, Tiffany C](#)  
**Cc:** [Hale, Gloria](#)  
**Subject:** FW: [External] No review request letter for Brookridge Retirement Community, Forsyth County  
**Date:** Wednesday, December 11, 2024 10:04:47 AM  
**Attachments:** [2024.12.11 Thrivemore Letter regarding Brookridge-C.pdf](#)

---

Good morning, Tiffany,

Please see the attached request.

Thank you,

**Yolanda Jackson, JD**  
Project Analyst, CON  
Healthcare Planning and Certificate of Need Section  
Division of Health Service Regulation  
[North Carolina Department of Health and Human Services](#)

*(I am in the office Mondays and Tuesdays. I am working remotely on the other days, therefore email is typically the best way to reach me.)*

Main Number: 919-855-3873  
[yolanda.jackson@dhhs.nc.gov](mailto:yolanda.jackson@dhhs.nc.gov)

**NCDHHS provides essential services to improve the health, safety and well-being of all North Carolinians. Learn more about [NCDHHS initiatives and priorities](#). 600,000 more people can get health coverage starting Dec. 1, 2023. Learn more at [Medicaid.ncdhhs.gov](#).  
[Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)**

---

**From:** Harris, Terri <TJHarris@foxrothschild.com>  
**Sent:** Wednesday, December 11, 2024 9:57 AM  
**To:** Jackson, Yolanda W <yolanda.jackson@dhhs.nc.gov>; Hale, Gloria <gloria.hale@dhhs.nc.gov>  
**Cc:** rvanderslik@thrivemorenc.org  
**Subject:** [External] No review request letter for Brookridge Retirement Community, Forsyth County

You don't often get email from tjharris@foxrothschild.com. [Learn why this is important](#)

**CAUTION:** External email. Do not click links or open attachments unless verified. Report suspicious emails with the Report Message button located on your Outlook menu bar on the Home tab.

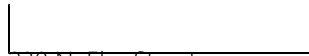
Good morning – I hope you are both well. Attached please find my letter requesting a no review determination for a new concept in dementia care, as detailed in the letter. Please let us know if you have any questions.



Kind regards.

**Terri Harris (she/her)**

Partner



230 N. Elm Street

Suite 1200

Greensboro, NC 27401

[\(336\) 378-5383](tel:(336)378-5383)

[\(336\) 202-9587](tel:(336)202-9587)

[\(336\) 378-5400](tel:(336)378-5400)

[tjharris@foxrothschild.com](mailto:tjharris@foxrothschild.com)

This email contains information that may be confidential and/or privileged. If you are not the intended recipient, or the employee or agent authorized to receive for the intended recipient, you may not copy, disclose or use any contents in this email. If you have received this email in error, please immediately notify the sender at Fox Rothschild LLP by replying to this email and delete the original and reply emails. Thank you.

---

Email correspondence to and from this address is subject to the North Carolina Public Records Law and may be disclosed to third parties by an authorized State official. Unauthorized disclosure of juvenile, health, legally privileged, or otherwise confidential information, including confidential information relating to an ongoing State procurement effort, is prohibited by law. If you have received this email in error, please notify the sender immediately and delete all records of this email.