

Soliloquy of the President [senior housing] vol.108

Japanese leading care company “Message” was taken over by Sonpo-Japan

I was very surprised. A different scale is there, Gold Age is an elderly housing with care operations has 21 buildings with 959 rooms all over the country. In the 3 prefectures in Tokai area it is No. 1 in senior housing and No. 10th in all over the country. With the planned 4 new buildings with 145 rooms we will have a total 25 buildings with 1104 rooms.

The Message is from the “Amiyu” brand surcharge nursing home company that is the 3rd largest in the country with over 180 houses. Surcharge nursing home is a particular facility. The elderly people housing service is basically a rental home service, roughly the same as that of Amiyu’s. I like the housing but I am not so interested in facility.

Everybody should serve the elderly people in his special work area. I admire Message and looked it as a model during the 10 years work in this field. It is a pity that such a company is on sell, the reason is decrease of customer because of accidents on death and repeated ill treatment.

Isn’t there some other way not to sell itself? It is the same in Gold Age, we take care of handicapped elderly who cannot live independently. The purpose of our very hard work is that each person be able again to independent life.

The work in a hospital is the same. The purpose of the work is that sick people return to a healthy life again. For example, what about that hospital where accidents occur many times and abuse is discovered over 80 times. That hospital should not get along anymore. Regardless of the scale and the size of turnover, our work must be absolute success. If the president resigns immediately then the company goes bankrupt at the same time. A company that takes care of a lot elderly people cannot go bankrupt, some other company that have strength must take over the management. This is unfortunate.

As a result, another company has acquired Amiyu the 3rd biggest in industry. Sonpo-Japan acquired another nursing care company a little bit before.

Money issue was the reason in this case because the company had a 70% occupancy rate. This company built more and more but tenants did not move in, that's why it went bankrupt. Well, is Gold Age OK? I'm anxious. I am also worried. A nursing care company can go bankrupt because of one incident or accident even if the management is firm.

My way and my belief is that ① people are the most important. New employees must take three tests and I don't employ strange staff. ② I have cheap land and cheap buildings that ensures cheapest rent in Japan. Also, I don't have deficit even by half tenant rate. ③ I spend a lot of money and time on employees education. ④ Employees must care about the "purpose, mission and philosophy" of the company and not about making money. I try to establish "enjoyable life" for the residents and "enjoyable life" for the employees.

I am convinced that if ensure the above 5 points then Gold Age will not go bankrupt. Is it safe? Please let me know what do you think.