

Soliloquy of the President [senior housing] vol. 109

2nd “practical of elderly people housing service” held.

The 3 days course was held on 27th, 28th and 29th of January 2016. Less than usual participants were there from 15 companies and they studied seriously. There are already 450 graduates from the elderly people housing service school, there will be more graduates from this new practical elderly people housing service course.

The previous course was held to new companies in the business teaching how not to fail with deficit. The goal of this new “practical” course is held for those companies that are already doing elderly housing service business all over the country to help them to make “profits” and “development growth”. My claim and idea are that “elderly housing service helps Japan”, so we started this “practical elderly housing service” school to help those companies in the difficult work of nursing (humans, object, money, are all difficult operations). Until now, the courses were held on a volunteer base, this new practical course is for a fee. The reason is because executive employees of Gold Age are visiting the other companies. This can't be done for free naturally. We must enter the actual sites one by one. That ensures to increase “practice” and helps to make profits.

The most popular are now the “nursing inspection” and the “profit plan document creation” subjects. There are many requests from medical and nursing companies. Thanks for the efforts of the employees of Gold Age. They have their hands full of work in own company they help other nursing companies too, the true feeling is that don't want to do even if get money.

However, Gold Age will build further 4 buildings this year and will have a total of 25 buildings and a total of 1,104 rooms. The “ability and capacity” of the employees improved, but I think that we must help other companies too not only ours. It is true that we had very hard times to create the “know-how of elderly housing service”, but we can not keep it as a secret we must share it to those other companies which require that. Increase the profits in the hard work of elderly housing service, increase the bonus 2 to 3 times for the

nursing staff. That is the target of the “practical elderly housing school”.

The management of Gold Age is also tough. 1 building with land costs an average “400 million Yen” (this is a low cost estimation), 25 buildings costs 10 billion Yen. The helpers and other staff over “700 people” are working “24 hours”, “365 days”, the yearly profit is only “100 million Yen” or “200 million Yen”. This money is used to repayment of the loans, there is nothing left over. I’ve run a lot of businesses and companies during 40 years, but this is my first time that experienced such a low “income” and “profit” in the business that is the “elderly housing service”.

However, “elderly housing service helps out Japan”. The country’s facilities (care for 450,000Yen, 300,000Yen and 280,000 Yen) cannot cover also, private “special facilities” (200,000 Yen) surcharge elderly care homes can’t cover “elderly housing service” (80,000 Yen per person per month average) can cover everything. That’s why we need to it. Please understand that Gold Age does “end of life care”, “cognition”, “nursing care” and everything on “cheapest cost in Japan”.

The 8.06 million people from baby boom will be 75 years old by 2025. Gold Age is doing the unstoppable “Japanese nursing”. Please look for it.