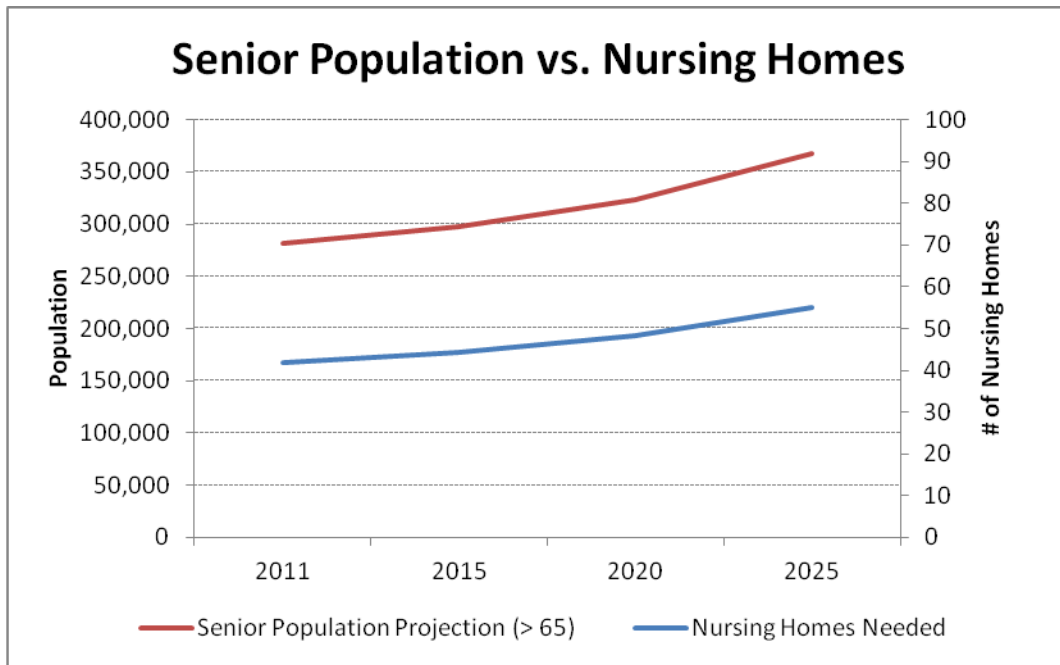


Just the Facts Brooklyn



Source: New York City Department of Health, New York City Department of City Planning, Excellent Ones Consulting LLC.

As many of us may already know the baby boom population is steadily filling the ranks of retirement. The chart above shows the projected increase in the Brooklyn senior population (red line) over time contrasted against the projected number of nursing homes (blue line) designed to support them. Currently Brooklyn has 42 nursing homes with the ability to support 10,502 seniors. As the graph depicts Brooklyn would need 13 additional facilities of this type or an increase in capacity of current facilities to 14,000 to accommodate population estimates to 2025. How do these projections impact your business?

About The Author

Othniel Denis is Principal of Excellent Ones Consulting, a firm that helps organizations to increase profitability by harnessing the powers of Microsoft Excel. The firm develops custom programs, creates financial models and administers training workshops for the Microsoft Excel environment. The firm is located in downtown Brooklyn, New York. For more information, visit www.excellentones.com.