



State of New Jersey  
DEPARTMENT OF HEALTH

PO BOX 360  
TRENTON, N.J. 08625-0360

[www.nj.gov/health](http://www.nj.gov/health)

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Commissioner

April 23, 2024

**VIA ELECTRONIC & FIRST-CLASS MAIL**

Mr. Lorne Schechter  
CEO  
Premier ALP LLC  
34 Park Place  
Mountain Lakes, New Jersey 07046

Re: Premier ALP  
CN# ER 2023-09333-07;01  
Establish an Assisted Living Program  
Total Project Cost: \$ 500,000  
Expiration Date: April 23, 2029

Dear Mr. Schechter:

Please be advised that the Department of Health (Department) is approving the Expedited Review Certificate of Need application by Premier ALP LLC (Premier), the proposed licensed operator, for a new Assisted Living Program (ALP) to serve residents in one publicly subsidized housing building in Essex County. Premier ALP LLC is a for-profit entity that is wholly owned by you. The ALP office location will be at the Essex Plaza building located at 1060 Broad Street in Newark. This ALP application was submitted on September 1, 2023, pursuant to N.J.A.C. 8:33-5.1(a)(5), for the establishment of a new assisted living program. This application is being approved at the total project cost noted above.

The Department has taken into consideration the applicable regulations for the services subject to expedited review (i.e., N.J.A.C. 8:33-5.3 and 8:33H-1.16). The Department finds that Premier, the proposed licensed operator, has provided an appropriate project description. The project description includes details on services to be provided, the resident agreement, and also specified that the total project cost of \$500,000 would be allocated for program expenses and start-up costs until a profit is realized. The Applicant projected that by the end of the first year of operation, the total

expenses will be \$1,202,788 and the total revenue will be \$2,216,925 which would lead to a profit of \$1,014,137.

In terms of services affected, the Applicant stated there would be no negative impact on the service area resulting from the creation of this ALP, and in fact, this new ALP would have a positive effect since it would address the needs of existing older residents in this publicly-subsidized building, and thereby allow them to remain in their homes. There is no specialized equipment involved as this is an ALP providing supportive services to a largely independent population in public housing. The source of funds was listed as personal financing. Utilization statistics project that by the end of the first year of operation, of the total 450 residential units in the building, 70 units would be served, and the program would be open to serve all residents in the building who wish to participate.

The justification for the proposed project (N.J.A.C. 8:33-5.3(a)(1)) referred to the residents in public housing who are aging in place and need support to continue to live independently. The Applicant stated that this ALP provides an affordable alternative to residents compared to other long-term care settings and ensures an appropriate level of care for individuals who can then remain in their homes. The provision of ALP services would enable residents with limited financial resources to remain in this public housing building by coordinating needed support services such as medication administration, assistance with Activities of Daily Living, social activities, and housekeeping. The Applicant reported that there is a significant demonstrated need for these supportive services at this site, and the operator of this building is in agreement that an ALP would be beneficial to the building occupants. The Applicant confirmed that all residents, particularly the medically underserved, will have access to services (N.J.A.C. 8:33-5.3(a)(2)).

Documentation that the Applicant will meet appropriate licensing and construction standards (N.J.A.C. 8:33-5.3(a)(3)(i)) is shown by the project narrative which contains information on the required ALP services. As an ALP, the Applicant would not be required to meet construction standards for a health care facility but will establish an office in the building with all required components so that ALP staff are accessible to residents for the provision of these supportive services. Related to compliance with the Department's licensing standards (N.J.A.C. 8:33-5.3(a)(3)(ii)), Premier ALP LLC currently does not own, operate, or manage any licensed healthcare facilities in New Jersey or any other state, and therefore, there is no track record/ regulatory compliance history for this proposed operator. It must be noted that you have indicated that you have several years of experience in the provision of long-term care, including as CEO of a long-term care facility system in New Jersey from 2014 through 2019.

Please be advised that this approval is limited to the application as presented and reviewed. The application, related correspondence, and any completeness questions and responses are incorporated and made a part of this approval. An additional review by the Department may be necessary if there is any change in scope, as defined at

N.J.A.C. 8:33-3.9. However, a change in the cost of an approved certificate of need is exempt from certificate of need review subject to the following:

1. The applicant shall file a signed certification as to the final total project cost expended for the project at the time of the application for licensure for the beds/services with the Certificate of Need and Healthcare Facility Licensure Program.
2. Where the actual total project cost exceeds the certificate of need approved total project cost and is greater than \$1,000,000, the applicant shall remit the additional certificate of need application fee due to the Certificate of Need and Healthcare Facility Licensure Program. The required additional fee shall be 0.25 percent of the total project cost in excess of the certificate of need approved total project cost.
3. The Department will not issue a license for beds/services until the additional fee is remitted in full.

The Department, in approving this application, has relied solely on the facts and information presented. The Department has not undertaken an independent investigation of such information. If material facts have not been disclosed or have been misrepresented as part of this application, the Department may take appropriate administrative regulatory action to rescind the approval or refer the matter to the Office of the New Jersey Attorney General.

Any approval granted by this Department relates to certificate of need and/or licensing requirements only and does not imply acceptance by a reimbursing entity. This letter is not intended as an approval of any arrangement affecting reimbursement or any remuneration involving claims for health care services.

This approval is not intended to preempt in any way the authority to regulate land use within its borders and shall not be used by the applicant to represent that the Department has made any findings or determination relative to the use of any specific property.

Please be advised that services may not commence until a license has been issued by the Certificate of Need and Healthcare Facility Licensure Program to operate this program. A survey by Department staff will be required prior to commencing services.

The Department looks forward to working with the applicant to provide high quality of care to the assisted living program residents. If you have any questions concerning this Certificate of Need approval, please do not hesitate to contact Michael J. Kennedy, Executive Director, Division of Certificate of Need and Licensing at [Michael.Kennedy@doh.nj.gov](mailto:Michael.Kennedy@doh.nj.gov).

Sincerely,

*Robin C. Ford*

Robin C. Ford, MS  
Deputy Commissioner  
Health Systems  
New Jersey Department of Health

cc: Stefanie J. Mozgai, DOH (Electronic mail)  
Michael J. Kennedy, J.D., DOH (Electronic mail)  
Kara Morris, DOH (Electronic mail)  
Kiisha Johnson, DOH (Electronic mail)  
Luisa Alexopoulos, DOH (Electronic mail)  
Keira McRae-Wiggins, DOH (Electronic mail)  
Ellen Kenny, DOH (Electronic mail)  
Intake Unit, DOH (Electronic mail)