



Paige Hendrickson, RN, Executive Director, Avenues by Brio Living Services

Paige Hendrickson, RN realized early in her nursing career that the way society traditionally cares for the aging population does not usually support their personal goals. Nor does the client's quality of life factor into the delivery of care and support. While Paige gained valuable medical experience in the hospital and community settings, she preferred establishing long-term relationships with clients. She also realized that empowering someone to participate in their own healthcare decisions had dramatic effects on their overall well-being. This is particularly evident in the aging population, who traditionally have not been proactive or empowered to participate in their care.

In 2011 Porter Hills took a bold, innovative step and opened Avenues. The Avenues program is considered a "Retirement Community Without Walls." In exchange for a membership fee, Avenues promises to provide medical navigation and care support for the entirety of someone's life. Avenues was the first such program in Grand Rapids and remains the only one in West Michigan. The foundation of this program is the provision of a personal Navigator who walks alongside clients through their aging journey. The Navigator provides advocacy and guidance, and encourages a proactive approach to health and wellness.

Paige joined Porter Hills in 2008 and transitioned to Avenues in 2011. She is a Registered Nurse and Mayo Clinic Certified Wellness Coach. She served as the Avenues Care Manager until 2023 when she was appointed the Avenues Executive Director.

Paige states that Avenues has the answers to the questions many older adults ask:

- Will I need to move from the family home I love?
- How will my needs for care affect my financial status--do I have enough to pay for the care I might need?
- How will I navigate medical diagnosis or crisis when my children live far away?
- Will I need to rely on my friends or family when I need extra support?

"Our Team of trusted professionals will guide you in your aging journey and encourage you to make decisions based on your goals. We advocate for you, help navigate the healthcare system, and your future care is paid for with today's dollars, thereby preserving your assets."