



SENIOR LIVING CASE STUDY

How Groenhuysen Heerma State Enhances Resident Wellbeing with ScentAir



Groenhuysen

AT A GLANCE

OVERVIEW

Housing and care leader, Groenhuysen Heerma State, specializes in care for patients of all ages who suffer with dementia.

CHALLENGE

Overcome sterile and stale nursing home odors in common areas and create engaging indoor experiences that keep residents' minds active.

SOLUTION

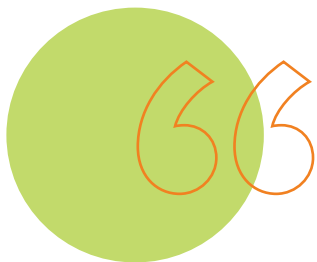
ScentDirect systems placed around the community have enhanced Groenhuysen Heerma State's reputation by creating a comfortable neighborhood feel.

OVERVIEW

Roosendaal based Groenhuysen Heerma State specializes in psychogeriatric care focused on dementia in young and older patients. Spread over five residential areas, their community houses 160 residents in a home-like setting designed to exude peace and balance.

Their philosophy of care is experiential and includes opportunities for residents to experience the beauty of nature. To help bring the outdoors in for many residents who are unable to venture outside, Groenhuysen Heerma State has painted murals featuring natural vistas around their community.

In their search to provide excellent experiential care, the Groenhuysen Heerma State team uncovered the growing body of work that shows a strong connection between exceptional care and scent.



“Family members new to our community tell us that it doesn’t smell like a nursing home at all but see Groenhuysen Heerma State more as a neighborhood.”

CHALLENGE

To create an outstanding home that made Groenhuysen Heerma State stand apart from other communities, their team contacted ScentAir with two primary goals in mind.

First, they wanted to elevate community common areas. They already had a spacious and bright contemporary design aesthetic, accented with fresh colors. But their research showed that adding fragrance to their space would add value for their residents by enhancing the care experience.

To make the space feel more welcoming and homier, they knew they would have to banish the sterile nursing home smell common in other care communities.

The murals they painted throughout the community were adding to the resident experience. But they wanted to see how far they could take the experience for residents who are unable to comfortably venture outside. Adding congruent scents would make the murals come alive for indoor-bound residents.

SOLUTION

The ScentAir team worked closely with Groenhuysen Heerma State to find the right fragrances and systems to meet their needs. They started by added fragrance to match a rose garden mural. The fragrance experience was such a success, soon ScentDirect systems were placed around the community.

Fragrance was added to the dining area, the indoor shopping plaza and other common areas. Groenhuysen Heerma State is expanding their scent program to include upper-level common areas as well.

Residents, employees and families have noted the improvement in the care experience at Groenhuysen Heerma State. According to Groenhuysen Heerma State Manager, Mien de Jong, “employees and residents say they no longer smell stale odors, while visitors and professionals from other organizations notice the amazing aroma during their visits and want to know more about it.”

ScentAir has elevated Groenhuysen Heerma State’s reputation with residents and families. According to Ms. De Jong, “family members new to our community tell us that it doesn’t smell like a nursing home at all but see Groenhuysen Heerma State more as a neighborhood.”

But the real win is seeing how scent impacts residents on a day-to-day basis. For Ms. De Jong and her team, the power of scent to enhance care is undeniable. “I recently walked along [through a scented area] with a resident who suddenly told me that at this time of year, the flowers smell so wonderful. How beautiful is that?”

