

PRESS RELEASE

Cureus and Insanto lay foundation stone for senior residence Uetersen with 117 care places

- **Review of the laying of the foundation stone on 22 April 2024**
- **117 barrier-free single rooms for inpatient and short-term care under construction**
- **Public restaurant, hairdresser with pedicure, care bath, therapy room, laundry planned in the building**
- **Completion in sustainable KfW 40EE construction planned for summer 2025**
- **Cureus – experienced specialist for system care homes – acts as general contractor**
- **Insanto Seniorenresidenzen becomes operator**
- **Around 75 new full-time positions for up to 90 employees will be created, recruitment is already underway**
- **Those interested in one of the care places can make a reservation from the fourth quarter of 2024**

Hamburg/Winsen (Aller)/Uetersen, 22 April 2024. Cureus, an integrated property company that specialises in developing and actively managing its own care home portfolio, laid the foundation stone for the Uetersen senior residence today together with the future operator Insanto Seniorenresidenzen. The ceremony took place in the presence of Uetersen's mayor, Dirk Woschei, as well as other representatives from administration, the operator and the developer. In addition to the actual ceremony with the ceremonial sinking of the time capsule, the participants were also presented with in-depth information on the new senior residences and initial insights into the construction site. The physical well-being was well catered for. Construction is underway at Denkmalstraße 14/Großer Sand 47-49 in 25436 Uetersen (Schleswig-Holstein). Cureus itself is acting as general contractor for this project.

"Construction work for a modern senior residence in Uetersen has been successfully underway since the beginning of the year on the site of the former commercial premises with an amusement arcade. Thanks to the smooth construction process, it is a pleasure for us to be able to ceremoniously lay the foundation stone today and quickly start building construction once the floor slab has been completed," explains Wiebke Reichel, project manager at Cureus, adding: "We wish everyone involved in the construction work continued success and are planning to hand over the property to our long-standing professional operator partner Insanto in summer 2025 after a total construction period of around one and a half years. The Uetersen senior residence will have 117 inpatient care places in modern single rooms, each with its own bathroom. With its green roof and façade sections in different colours as well as generous glazing, the building is designed to meet high architectural standards and blend in harmoniously with the surrounding buildings and landscape."

"We see an increasing demand for care places in Uetersen and the surrounding area in the future and are very pleased about this new location," reports Jan Kaiser, Managing Director of Insanto Seniorenresidenzen. "Thanks to our extensive experience in operating senior

residences, we can already promise our future residents high-quality care and the future care staff modern workplaces and a respectful working atmosphere. The senior residence will offer full inpatient care places as well as short-term care places. Meals will be freshly prepared in the in-house kitchen and the in-house laundry will prepare the residents' clothing, bed linen and staff uniforms. We attach great importance to individualised social and therapeutic care in our facilities. They are also designed as open houses: in Uetersen, for example, a lunch table will be offered for senior citizens from the neighbourhood and various events at the home will be open to the public," Kaiser continues.

Insanto also focuses on its employees: appreciation and a modern working environment are particularly important. Around 75 new full-time positions for up to 90 employees will be created in Uetersen. Interested parties and applicants can apply from now on at info@insanto.de.

Modern senior residence with public restaurant, hairdresser and chiropodist, therapy room, care bath, laundry

Starting from the Großer Sand junction, the new Insanto Seniorenresidenz in Uetersen will be built on a plot of around 3,450 square metres along Denkmalstrasse with a gross floor area of around 6,800 square metres. In addition to a ground floor and two full storeys, the building with a partial basement will also include a staggered storey. It is planned to be completely barrier-free in accordance with the highly energy-efficient and sustainable KfW 40 construction method. Heating will be provided in an ecologically sound manner by a combined heat and power unit (CHP), which will also generate electricity for the senior residence. The flat roof will be covered with greenery and gravel, which will have a positive effect on the microclimate. The straight-lined and modern façade will create an architectural eye-catcher that blends harmoniously into the surrounding buildings with its colour scheme.

In addition to the hotel-style lobby with reception, the ground floor of the senior residence will also have a public restaurant with a sun terrace, a hairdressing salon with chiropody services and a care bath. The property will also have its own laundry for residents' laundry and therapy rooms.

The senior residence is divided into seven residential groups, one on the ground floor and two on each of the upper floors. The residential group concept is designed to ensure a homely, family-like atmosphere. To this end, each residential group has an attractively designed communal room as the centre of the residential group with a kitchen and dining area as well as a terrace, balcony or roof terrace, which will strengthen social contacts between the residents.

Each of the 117 single rooms is designed to modern standards and will have its own bathroom as well as telephone, internet and television connections. 81 rooms are wheelchair accessible. Residents can bring their own furniture and accessories if they wish. There are also tandem rooms on the ground floor, which are connected by a connecting door and can be occupied by couples. The park-like outdoor areas are also available to the residents of the residence for exercise, relaxation and socialising.

Suitable location and optimal accessibility

The location of the new senior residence is in the centre of Uetersen and within walking distance of the local recreation area around the Rosarium as well as the harbour and the Pinnau river. Shopping facilities, doctors and social amenities are only a few minutes' walk away. The nearby bus stop provides an ideal link between Uetersen and the surrounding area as far as Hamburg. Twelve bicycle parking spaces and 16 car parking spaces, one of

which is disabled-friendly, will be created on the grounds of the senior residence. This will ensure excellent accessibility for visitors and care staff.

Building in accordance with high-quality, individual standard

The new Insanto Seniorenresidenz Uetersen is designed and will be build in accordance with the Cureus standard for system care homes. This places great importance on uniform, high quality standards and is oriented, among other things, towards the requirements of the operators, focusing on the residents and care staff. In this way, the structural processes and all properties are optimised from the inside to the outside: This concerns, for example, the size and arrangement of rooms to optimize space and walkways. Cureus care homes are also designed and equipped for maximum utility: interior corridors benefit from as much daylight as possible, every room has floor-to-ceiling windows that provide attractive views of the surrounding area, and the modern bathrooms and window fronts always follow the same standardised system approach. Each complex's architecture and facade incorporate individual touches and are constructed to the highest quality standards, integrating seamlessly into their surroundings. The Cureus system approach also prioritises sustainability, both in terms of a care home's long-term economic viability and its impact on the environment. All Cureus care homes are, for example, constructed in accordance with the 'Effizienhaus-40-Standard', while the bulk procurement of floor coverings or elevator systems, for example, ensures cost synergies and long-term maintenance contracts covering several properties also reduce costs for care home operators. The constant review and optimisation of the Cureus system care home standard guarantees the construction of care homes that truly meet demand.

Giving care the space it needs

Many people are aware of the shortage of nursing staff and are actively implementing appropriate measures to solve the shortage, but there is little awareness of the undersupply of nursing homes. According to a recent study by bulwiengesa ([found here](#)) and the current destatis care projection 2023, up to 650,000 new care places need to be built across Germany by 2040, but construction is lagging behind. Cureus is constantly on the lookout for new plots of land to implement its proprietary system approach and accelerate the construction of modern care facilities. Property offers can be sent to ankauf@cureus.de at any time.

Images & Downloads



Visualisation Insanto Seniorenresidenz Uetersen, Schleswig-Holstein, a project of Cureus

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Whitepaper „Optimised, unique, scalable – care home properties following a system“ (only available in German)

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About Cureus GmbH

Cureus GmbH has its operational headquarters in Hamburg and, with more than 15 years of experience and a team of around 135 employees, is an experienced integrated property company with special expertise in care homes in Germany that develops and manages its own property portfolio actively, while repeatedly selectively putting individual properties up for sale.

With its “system care home” standard, Cureus has developed a unique standard for care homes for inpatient care and assisted living, which can be implemented as a scalable solution independent of location. Based on the current legal requirements as well as the needs of operators, residents, and communities, Cureus is establishing new, consistent quality standards with its system care homes. The company is thereby offering a highly efficient product, which combines higher cost-efficiency at lower cost structures with improved living and service quality in the care sector. www.cureus.de/en

About Insanto Seniorenresidenzen GmbH

Insanto is based in Winsen (Aller) and is currently a network of six care homes that look after people with higher care and nursing needs. The aim of the company is to relieve and support family structures. To this end, it offers short-term care and respite care, as well as full long-term care. There are also various residential service programmes. Insanto is represented in North Rhine-Westphalia, Lower Saxony and Schleswig-Holstein. The company's aim is to inspire people to enter the care profession. Special support is given to those who have not yet considered a career in nursing. To this end, a further training system was developed that was introduced in the residences in 2019 and enables people to start their career as a carer. Insanto also recruits care staff from abroad and actively supports them during their induction until they are recognised in Germany. Integration officers employed by the company take care of long-term integration in everyday care work and in Germany. This concept was recognised in 2023 with the Geriatric Care Award from the magazine *Altenheim*. www.insanto.de