

There Is More Beyond

Before Christopher Columbus set sail from Spain into the vast unknown on his first voyage in 1492, it was believed that the world ended not far beyond Gibraltar.

This belief was expressed in the Spanish royal motto that read, *Ne Plus Ultra*, meaning “There is no more beyond here.”

But when Columbus returned from the New World, he had actually discovered new horizons. This made the royal motto meaningless, until Queen Isabella simply eliminated the first word. Thus, the royal motto became *Plus Ultra*, meaning “There is plenty more beyond.”

Today, we may think there are no more “new frontiers” left. But one of the legacies provided to us by President John F. Kennedy is that he awakened us to the fact that “new frontiers” need not be geographical. They may be social, political, spiritual, wherever there is hatred, poverty, prejudice, apathy, despair or hopelessness. Yes, there is plenty more beyond!

That’s certainly true in health care and the service we provide to seniors. In Life Care, Century Park and Life Care at Home, we should be open to, and aggressively seeking, new and important ideas about improving the efficiency and effectiveness of what we do.

As you know, Life Care has entered into a new frontier with its full-time physician initiative. Placing a doctor in each nursing center company-wide is a groundbreaking endeavor that has the entire long-term care industry watching. It has the promise of revolutionizing skilled nursing care across the entire profession, with a positive impact on health care in general.



And like Christopher Columbus, you have sailed into unknown waters with the commitment: “Yes, there is plenty more beyond!”

Be proud of your role and your leadership.

– Beecher Hunter