

Embracing assisted-living homes

ReU Living enhancing a new lifestyle for seniors

AS Malaysia's society ages, the demand for senior care solutions continues to grow. Among the various options available, assisted-living homes stand out as a promising and compassionate choice. And this is what ReU Living (ReU), a Luxury, fun and community senior living lifestyle in the heart of Kuala Lumpur, is offering.

At the helm of ReU Living is chief executive officer Anna Chew, who envisions ReU as a sanctuary where seniors can embrace life to the fullest. "The name ReU (pronounced Re-You) is derived from the combination of the word Re and You. You being our guest, and the focus of our assisted living and care services for your Rehabilitation, Rejuvenation, Renewal, Restoration, Relaxation and Retirement," she said, adding that the concept of ReU was envisaged as how she and similar-minded people would like to live as they age gracefully.

Crafted to mimic the interiors of a luxury cruise ship with its sleek flowing wood facade, ReU's assisted-living home is meticulously designed to provide seniors with personalised care and support while fostering independence and autonomy. Unlike traditional nursing and retirement homes, ReU emphasises individualised assistance with daily activities such as health management and general care needs, empowering residents to lead fulfilling lives on their terms.

ReU is also a place where post-surgery patients who need recovery expertise can go to fully recover or regain a semblance of independence. Specialised equipment is found in this premise to help residents recover from surgeries and treatments as well as for stroke patients regain their physical abilities.

Moreover, being located right in the heart of KL City means that ReU is only 4.5km from six major hospitals. "Our stay combines 5-star luxury in a hotel with services that cater to post-op or general recovery, whether it is for IVF, orthopaedic care, aesthetics or other needs, you have the right personnel on hand that other hotels don't. Our residents benefit from this thoughtful care," said Chew.

Understanding a new concept

One of the primary objectives of ReU is to empower seniors to live life to the fullest extent possible. Its facilities offer a range of amenities and services tailored to meet the diverse needs and preferences of residents. From spacious living quarters and communal dining areas to recreational activities and wellness programmes, the assisted-living home creates an environment that promotes social engagement,



(ABOVE) Signages are clearly displayed so residents know where the facilities are.



The dining furniture is selected to meet the requirements of seniors. Light-weight chairs that provide back support and sturdy tables are part of the stringent requirements of ReU.

physical activity and emotional well-being.

With 108 rooms and suites, there are several options readily available to cater to the residents' needs from single occupants to families.

Personalised care and support

Each resident in ReU receives personalised care and support based on their individual needs and preferences. Trained staff members are available around the clock to assist with activities of daily living and provide monitoring and supervision round the clock. Additionally, residents have



The living space gives a semblance of home with a resort feel.

they require it but they forget that equipment is either not easily available or the service needs to be linked to the corresponding equipment.

Peace of mind for families

For many families, the decision to transition a loved one to an assisted-living home can be emotionally challenging. However, ReU offers peace of mind by providing a safe and secure environment where seniors receive the care and attention they deserve. Families can rest assured knowing that their loved ones are in capable hands and have access to the support they need to maintain a high quality of life. "This way, family members can give emotional support and leave the physical support to our experienced staff," said Chew.

The assisted-living home fosters a sense of community and social connection with all the home comforts in a resort setting. Residents have opportunities to interact with peers, participate in group activities and outings and build meaningful friendships. These social interactions not only enhance mental well-being but also contribute to a sense of belonging and purpose.

The future of senior care

As the population continues to age, the demand for assisted-living homes is expected to rise. ReU plays a vital role in meeting the evolving needs of seniors and providing them with the support and resources necessary to maintain their independence and dignity. "By embracing the concept of assisted living, we can create a future where ageing is viewed not as a burden, but as an opportunity for growth, fulfillment and meaningful connections," Chew pointed out.

access to healthcare services and rehabilitation therapies such as physiotherapy and Traditional Chinese Medicine services to ensure their health is prioritised.

The residents are each given a wearable waterproof tech device worn as a lanyard or a watch which can be activated in case of emergencies or just to call for assistance. "Rather than a panic button stationed at fixed places, the devices are at the fingertips of the residents and once activated, any staff can easily and quickly locate the resident as the tracker will show where he or she is," said Chew.

Many people think that by staying at home, they can still access emergency attention if

Assisted living offers a compassionate and holistic approach to senior care, emphasising independence, personalised support, and social engagement. By prioritising the well-being of seniors and promoting a sense of community, facilities like ReU are shaping the future of ageing in a positive and empowering way.

ReU looks forward to expanding first to the major cities in Malaysia before expanding to Southeast Asian nations. "We will look to expand to nations that have similar needs to ours. As we continue to embrace the concept of assisted living, we can ensure that seniors receive the care, respect, and dignity they deserve in their golden years," said Chew.

For more information about ReU Living, please call or WhatsApp +6010-3800938 or visit <https://reuliving.com>.



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