



TWENTY-FIVE  
YEARS OF  
EXCELLENCE

FOR IMMEDIATE RELEASE:

February 25, 2026

## Jefferson's Ferry Earns Dual Awards for Industry-Leading Excellence, Customer Experience in Assisted Living & Skilled Nursing

*Honors arrive as Jefferson's Ferry celebrates its 25th anniversary year,  
and follows #1 New York State ranking by Newsweek*

**South Setauket, NY - [Jefferson's Ferry](#)**, Long Island's first not-for-profit Life Plan Community, has earned two 2026 **Customer Experience Award™** distinctions from Activated Insights, recognizing its Assisted Living community and Skilled Nursing services for exceptional care, responsiveness, and a consistently strong resident-and-family experience, while fostering vibrant community life for the region's rapidly growing senior population. This recognition comes as Jefferson's Ferry celebrates its **25th anniversary year** -- a milestone that highlights the community's enduring leadership in senior living on Long Island, offering Independent Living, Assisted Living, Memory Care, short-term rehabilitation, long-term care, and on-site clinical services all on one campus.

**[Activated Insights](#)**, a leading data agency focused on analyzing and enhancing the long-term and post-acute care field, conducted interviews with Jefferson's Ferry residents and families over the past year to evaluate quality and satisfaction across multiple dimensions of care and service. The findings were benchmarked against national performance data drawn from thousands of interviews conducted each month across the industry.

Jefferson's Ferry's Assisted Living community earned recognition in the **top 15% nationally** (85th percentile or above) in three categories: **Response to Problems, Individual Needs, and Overall Customer Experience**. Jefferson's Ferry's Skilled Nursing services also achieved top-tier ratings across multiple service areas, including:

- Nursing Care,
- Communication from Facility,
- Dignity and Respect,
- Safety and Security,
- Professional Therapy Services,

- and Recommend to Others (among others).

*“This recognition is especially meaningful because it reflects what residents and families experience every day across the continuum -- responsiveness when issues arise, individualized support, and an overall experience rooted in dignity, respect and wellness,” said **Bob Caulfield, President & CEO of Jefferson’s Ferry**. “We’re proud of our team and the standards they uphold, particularly as Jefferson’s Ferry marks 25 years of serving older adults on Long Island.”*

*“At Activated Insights, our mission is to help care providers enhance their services by leveraging data and feedback to drive positive change,” said **Bud Meadows, Chief Executive Officer of Activated Insights**. “Recognizing Jefferson’s Ferry with Customer Experience Awards for both Assisted Living and Skilled Nursing underscores why Jefferson’s Ferry has remained an industry leader for 25 years -- consistently going above and beyond to ensure residents and their families receive the best possible care and experience and truly setting the bar for quality in the industry.”*

Activated Insights’ Customer Experience Award is based on direct, ongoing feedback from residents and families, including:

- Monthly telephone interviews with open-ended questions and ratings across multiple categories
- Thousands of interviews conducted each month across the industry to benchmark performance nationally
- Evaluation across 12–16 service categories (including communication, dignity, safety, and food quality)

## **Series of Respected National Rankings & Honors Reinforces Industry Leadership**

The Activated Insights award follows two of the nation’s most respected senior living distinctions for 2026. Jefferson’s Ferry was named **#1 in New York State** and **#28 nationally** in Newsweek’s 2026 America’s Best Continuing Care Retirement Communities rankings, placing the community among the top 1.5% of roughly 1,900 CCRCs nationwide, with only 330 communities earning a spot on the list. In addition, U.S. News & World Report recognized Jefferson’s Ferry as a Best Nursing Home for 2026, awarding a 5-out-of-5 Overall Rating and High Performing distinctions in both Short-Term Rehabilitation and Long-Term Care.

Jefferson’s Ferry also continues to demonstrate strong outcomes tied to resident well-being. Recent findings show **only 1.9%** of residents show signs of depression, compared with **17.4% statewide** and **10.3% nationally**.

## **Record Demand Continues Amid Campus Transformation and Expansion**

Jefferson’s Ferry’s recent industry recognitions and rankings further underscore why the community continues to experience record demand. The organization is now in the second phase of its multi-million-dollar *Journey Toward Renewal*, a campus-wide transformation designed to enhance the life-enriching environment for residents at every stage of life. This

phase includes 12 new one-bedroom-with-den and two-bedroom-with-den Independent Living apartments, which were fully reserved prior to construction after being announced this fall, reflecting the demand. Waitlists also remain active across every Independent Living floor plan, particularly the larger layouts.

To learn more about Jefferson's Ferry Life Plan Community, visit [www.jeffersonsferry.org](http://www.jeffersonsferry.org)

### **About Jefferson's Ferry**

Jefferson's Ferry is a not-for-profit Life Plan Community for active adults aged 62 and above, with Independent Living cottages and apartments, Assisted Living apartments, and a quality health care center all on one site. A multi-million-dollar expansion and renovation project, "The Journey Toward Renewal," has updated the life-enriching environment for residents at every stage of life. Residents enjoy six distinct dining venues, an expansive Healthy Living Center and Fitness Center, and a state-of-the-art Rehabilitation Therapy Center. Also, Jefferson's Ferry is home to "The Grove," which opened in 2024, a Memory Support Neighborhood providing a high quality of life and care for 20 residents living with Alzheimer's and other dementia-related diseases. Jefferson's Ferry has been recognized with the Activated Insights Award (formerly known as Pinnacle Quality Insight's Customer Experience Award) for seven years running, among other distinctions.

### **About Activated Insights**

Activated Insights enables long-term care and post-acute care providers to optimize every interaction with employees and clients. By offering capabilities in recruitment, training, retention, and experience management, Activated Insights helps organizations enhance care quality and boost employee engagement. Its data-driven approach -- including benchmarking and recognition programs -- supports providers in improving satisfaction, reducing turnover, and achieving operational excellence across the continuum of home-based care, senior living, and post-acute care. To learn more about the Customer Experience Awards, visit [activatedinsights.com/customer-experience-awards/](http://activatedinsights.com/customer-experience-awards/).

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