

# INSIDE STORIES



A. J. Carter

## B2B Site for Nursing Homes

In Slavic mythology, the word "ziva" means long health and long life. Bob Abrams hopes it will mean longevity not only for his clients and *their* clients but also for the Web-based business he has started up with a couple of his law partners.



Bob Abrams

Abrams — the Lake Success lawyer, not the former state attorney general — and law partners Howard and Robert Fensterman opened myziva.com in July to provide one-stop shopping for nursing home operators. It features updates and

advice from experts on how to run their businesses to be successful financially, to keep abreast of the law and to keep residents and their families happy. The site has about 125 New York nursing homes signed up already, and Abrams hopes eventually to be an indispensable part of the operation of about half the nursing homes statewide.

But that's only half the story. The

other half is about to be launched this week.

"We have two objectives," said Abrams, a former chair of the state bar association's health law and elder law sections. "One is to provide the providers with the information they need to be effective in what they do. The other is to educate the consumer so they understand what they can expect as consumers."

So myziva.com is adding a free consumer site that will, among other things, allow consumers to look up the inspection reports on nursing homes around the country. It will be added to a site that, for the industry, tracks 42 agencies, both public and private, that report on the performance of nursing homes, culls news articles from 25 online sources and adds some unsigned comments about the industry in general.

One of those suggests, "According to my informal research, the cuisine served in many nursing homes is superior to cuisine served in many fine restaurants. Further, nursing home menus often offer more eclectic choices. Maybe it's time for Zagat's and/or other resources to include nursing homes in their restaurant reviews."

We believe Abrams when he says, "We didn't create this solely to create a business model. . . . Our objective is to create a tool that will improve the quality of care for nursing home residents."

We're just not asking him for restaurant recommendations.