**Assisted Living and Senior Care at Half the Price**

My wife and I, and a good friend have opened an assisted living/senior care facility in Rosarito Beach, Baja California, Mexico. It is named Casa Baja Assisted Living. We are familiar and comfortable with Mexico and have found that assisted living can be provided South of the border for about one half the price of the same service in San Diego. For many seniors citizens and their families, paying the high cost of Assisted Living care is a significant burden if not impossible. We want to Help.

We opened Casa Baja Assisted Living to help people that cannot afford this service in the United States. We all like work that helps other people and working in this beautiful place makes it all the more enjoyable. Our Mission is to provide a healthy affordable home in a friendly family atmosphere with high quality healthcare to those in need of assistance.

Going South for assisted Living may sound a little crazy to some, but it will save a lot of money and is easier and more enjoyable than you might think. From the border Casa Baja is a scenic 20 minute drive along the coast with beautiful views of the ocean and Coronado Islands. The return trip takes longer, but for our patients we can obtain a front of the line pass so the border crossing is 30 minutes or less. We will assist with moving the patient and their belongings to or from our facility.

The quality of Mexican doctors is considered to be similar to the US (1) and their service is much less expensive. A few year ago I went to an emergency room at two o’clock in the morning. I waited about ten minutes before seeing a doctor. He took care of my problem quickly and I was out the door before three o’clock. It cost 65 US dollars. Wow! I was stunned. Casa Baja has association with excellent doctors that are on call. We use trained bilingual nurses for most of our staff, where in the US nurses are too expensive for routine care. Both prescription and over the counter medications are much less expensive in Mexico and we can help you obtain them. There is a good 911 system (066 in Mexico) and hospitals are only a few minutes away.

To help stay connected to the United States we include telephone service to the United States, Skype video calls, travel to and from the border and airports, cable TV and internet connection in every room, and mail service through San Diego. We have a toll free number and when you call you will talk to one of us.

In the seven years that I have lived primarily in Mexico I have never experienced
any criminal activity. In contrast to what you hear on the evening news in the US, I have had no problems and feel very comfortable in Mexico. Most people here are very friendly and courteous. Casa Baja has a good high wall and fence around the whole compound and there are staff on site 24 hours a day.

About one million Americans live in assisted living facilities in the United States and this number is expected to double by 2030.\(^{(2)}\) Some people are not poor enough to get Medi-Cal but not rich enough to pay for the services they need. The average cost for basic assisted living in the San Diego is about $4,000 per month. \(^{(3)}\) To qualify for Medi-Cal in 2013, the income limit is $1,138 for a single applicant and $1,536 for a couple.\(^{(4)}\) So a person that has retirement and social security income of less than $4000 but more than $1138 will find it difficult to pay for the care they need.

Our families and friends have struggled to care for our parents and in a large part this has inspired us to open Casa Baja.

The father of one of my friends had dementia and in the advanced stage he needed to go to an assisted living facility. The cost was $6800 per month and the father’s retirement came up short. The only way that their mother could stay in the family home was for the children to pay for most of the fathers care. They are not rich and this was a significant burden.

The mother of Jan, our friend and partner, was becoming frail and the only option was for her to move in with him. The house is small and the accommodation was difficult. But she was happy to be with family and he felt good to be helping her. He works full time and as she deteriorated, she needed more care and became difficult to live with. He shouldered this burden to the end of her life, but I know that it was very difficult on him both financially and emotionally.

My own father was in and out of nursing facilities for several years near the end of his life. His step-son lived in his house and took care of him when my father was at home. There were so many complications with this. The step-son needed a place to stay but was not much of a care giver. My father wanted to be at home because there was no place else he could afford. I wish that we had found a healthy alternative like Casa Baja for him.

Casa Baja could have helped us all. It is located at the North end of Rosarito Beach, Baja California, Mexico, less than 20 mile from the US border, and one block from a Beautiful White Sandy Beach. There is a view of the beach and Coronado Islands and you can hear the ocean waves almost all the time. There is a secure fence and wall around the entire property and nice outdoor space with gardens and palapa
Rosarito Beach has a population of 90,000 and there are about 8,000 Americans living there. It has a beautiful white sandy beach, cultural events, shopping, dining, and nightlife. There is a Starbucks (of course), Kentucky Fried Chicken, Burger King, McDonald’s, Walmart, Home Depot, Smart and Final, and various modern markets. And yes, there are many interesting Mexican shops, markets, and many with wonderful Mexican artwork and tourists items. The local Cinepolis movie theater offers all the latest movies in English (Spanish subtitles) at 3 to 4 US dollars a seat.

My favorite restaurant here is El Nido located in the heart of Rosarito Beach. It has an incredible atmosphere with lots of plants and light with numerous rustic antiques. Their menu includes many items (Quayle, Rabbit, Venison) from their own ranch located in the mountains of Northern Baja. Another Favorite is Pelicano which sits on the beach and has large open veranda seating and a tremendous sunset view. Both restaurants are very reasonably priced and have incredible handmade flour tortillas and really good Margaritas. Sipping a Margarita at sunset at the Pelicano is fabulous.

For Dancing we go about 20 minutes south to La Fonda hotel and restaurant. It is a beautiful friendly place sitting on a bluff with a great view overlooking a white sandy beach. It is open to the sea breezes so the dance floor gets plenty of cool air. They have a live band Friday and Saturday nights playing a variety of classic US rock and roll, Mexican pop favorites, and some Salsa and Cumbia. The crowd is a mix of Americans and Mexicans. Dancing starts at about 7 pm and ends about 12 am. I must be getting old because I really appreciate this. Most dance places in Mexico start sometime after 11 pm, don't really get going until 2 am, and close around 5 or 6 am. Oh yeh, and the food at La Fonda is excellent, they are famous for their Prime Rib.

There are many other great restaurants and sites to see nearby Rosarito Beach. You can enjoy world famous lobster at Puerto Nuevo (20 minutes south). Take a tour of Baja Studios Exploration (15 minutes away) where Titanic, Captains and Commanders, and many great movies have been and are being made. It is a beautiful 30 minute drive to Valle de Guadelupe, Mexico's most important wine region. Tijuana's cultural center CECUT (15 minutes away) has an Omni Dome theater and a wonderful cultural museum. There are so many interesting thing to do here. I could go on and on.

I am a retired US Navy Physicist that spent 25 years working to reduce the acoustic signatures of our submarines and the magnetic signatures of our surface ships. I
was born and grew up in San Diego. My family kept a trailer on the beach about 40 miles south of the border in the late 50s and early 60s and I have loved visiting Mexico ever since. I am a grandfather, a surfer, and love to dance.

My wife Elvira was born in the small town of El Rosario which is located within the Monarch Butterfly Sanctuary in the central Mexico state of Michoacan. She is a business woman that has lived in northern Baja California for most of the last 20 years. Her businesses have ranged from clothing wholesaler to recycling trainloads of cardboard to restaurant owner. She has the knowledge and skills to run a business in Mexico. She is a grandmother, is really good with people, a great cook, and also loves to dance, but doesn't surf yet.

Our friend Jan grew up in San Diego and has spent the last 25 years working in assisted living facilities and in-home healthcare. He specializes in memory care and various forms of dementia. He is the most empathetic person I have ever known. He knows how to take good care of people. When he was a small boy, Jan lived in the small artist colony town of Ajijic on the shore of Lake Chapala in central Mexico. After returning to the US his family often traveled and camped on the Baja California peninsula. He isn't a grandfather yet and doesn't dance, but he tells a good joke, and we have been surfing together for about 50 years.

Together we know the ins and outs of Mexico and assisted living, and can provide high quality senior care and assisted living at a fraction of the cost of the same service in the United States.

All of the following services are included in our basic rates of $1750 to $2000 per month; A staff to patient ratio of 1 staff for 2 or 3 patients, A private comfortable room (single occupancy), Three nutritious and varied meals per day, Healthy snacks are always available, Staff on site 24 Hours a day, Housekeeping (Cleaning and Laundry service), Assistance with Activities of Daily Living (Dressing, bathing, eating, ..etc), Rehabilitative physical therapy, Assistance with storage and distribution of medications, Routine assessments to meet healthcare needs, Routine observations of your Health Status, And transportation for medical and dental needs.

To help stay active and healthy we can provide access to local shopping and excellent restaurants, Mexican cultural events, movies, dancing (We can help you to enjoy and learn), beach walking (Just a block away), reading hour (Whatever someone wants to hear), local church services, yoga and exercise (relaxed and basic), gardening (Simple and easy all year round), visiting points of Interest (We can visit beautiful coastal areas or tour the famous Guadalupe Valley wineries), and anything else you are interested in we will try to make happen.
We have something good to offer and know that many people would appreciate living at Casa Baja. We will provide excellent care and make moving to and living in Mexico easy, enjoyable, and healthy. If you think Casa Baja Assisted Living might work for you, a family member, or friend, please contact us by Phone or email.

888-553-5564
Casabajarosartio@gmail.com
Webpage: casabajarosarito.com

References: