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Contact: Lisa French

Brio Living Services, formerly UMRC & Porter Hills

734-433-1000 ext. 7426

Brio Living Services Achieves World's Best Culture Certification

Prestigious Honor Recognizes Brio's Commitment to Organizational Values

Chelsea/Grand Rapids, MI, Sept. 10, 2025 – Senior living organization Brio Living Services, formerly United Methodist Retirement Communities (UMRC) & Porter Hills, is proud to announce that it has achieved Drive's prestigious World's Best Culture Certification.

This certification empowers organizations to benchmark themselves among the very best cultures worldwide, transcending the boundaries of senior living. With the World's Best Culture Certification, Brio Living Services showcases its commitment to world-class excellence that fuels purpose-filled, deeply rewarding work experiences for its teams.



“We are thrilled to have earned the World's Best Culture Certification from Drive,” said Steve Fetyko, President & CEO of Brio Living Services. “This recognition reinforces our steadfast commitment to our organizational values and serves as a reminder of the impact our exceptional culture has on our team members and the older adults we serve. Brio Living Services firmly believes that a strong culture is the foundation for achieving extraordinary results, and we are proud to be recognized among the world's best.”

Drive, an organization dedicated to helping organizations build positive workplace cultures, uses this globally recognized tool to identify and celebrate senior living communities that demonstrate a strong, values-driven culture, leading to increased team member satisfaction, better retention, and ultimately, a superior experience for residents, participants, and their families. Organizations must achieve a minimum score of 70 on this assessment, which measures the alignment between team members' personal, current, and desired values. Organizations who achieve World's Best Culture must also attain a minimum response rate with no limiting values assessed in the current culture. Brio Living Services scored an 87 on this assessment.

“Brio Living Services has been intentional about its culture development, starting with developing a coaching culture with leadership at all levels of the organization,” said Michelle Baldwin Henderson, Chief Human Resources Officer for Brio Living Services. “We also assure that anything we create comes from feedback from our team members, leaders, residents, and participants. Our culture is a reflection of how each person shows up in our environment. We own this accomplishment together. I am grateful that our Brio Living Services Board supports the investment we have in our culture across our organization.”

The journey to attaining Drive’s World’s Best Culture certification calls for meeting key benchmarks using the globally acclaimed Barrett Values Centre's Culture Values Assessment. This prestigious certification spans across all industries and is bolstered by Barrett’s vast 25-year database and 4 million culture assessments, which includes companies such as Mastercard, CocaCola, Wegmans, Prudential, PWC, and Volvo. Drive is the leading user of the tool in aging services.

For more information about Brio Living Services and its commitment to fostering an exceptional culture, please visit MyBrio.org.

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*Building on a foundation of serving older adults since 1906, **Brio Living Services**, formerly UMRC & Porter Hills, is a faith-based, nonprofit organization whose mission is: Welcoming all, partnering together, enriching lives. Its vision is: A world in which all are empowered to age well. Brio Living Services represents the second largest nonprofit senior living organization in Michigan and serves the most economically diverse population of older adults. With a tradition of exceptional quality and a commitment to cutting-edge care, Brio Living Services and its affiliates serve approximately 8,000 older adults each year, from 23 locations and service lines, across 22 counties in Michigan’s lower peninsula. 734.433.1000 | 616.949.4975 | MyBrio.org*

***Drive** empowers leadership teams to create cultures that employees love. Its mission: By igniting hope, we drive purpose and passion into Healthcare and Senior Living organizations. 732.722.8417 | CultureOutcomes.com*