



State of New Jersey  
DEPARTMENT OF HEALTH

PO BOX 358  
TRENTON, N.J. 08625-0358

[www.nj.gov/health](http://www.nj.gov/health)

PHILIP D. MURPHY  
*Governor*

TAHESHA L. WAY  
*Lt. Governor*

JEFFREY A. BROWN  
*Acting Commissioner*

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IN RE: LICENSURE VIOLATION

NEW STANDARD SENIOR LIVING  
AT EGG HARBOR TOWNSHIP  
(NJ Facility ID# NJAL0101)

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ORDER LIFTING DIRECTED  
PLAN OF CORRECTION

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TO: Sheila Wilson- Administrator  
New Standard Senior Living at Egg Harbor  
6817 E Black Horse Pike  
Egg Harbor Township NJ 08234  
Swilson3@prioritylc.com

Dear Ms. Wilson

On March 11, 2025, the Department of Health (hereinafter "the Department") issued to New Standard Senior Living at Egg Harbor a Directed Plan of Correction requiring the facility to retain an Administrator Consultant and Registered Nurse Consultant. These enforcement actions were taken due to violations identified by Department surveyors that posed an immediate and serious risk of harm to residents.

As you were notified orally on June 16, 2025, and effective on that date, the Department has lifted the March 11, 2025, Directed Plan of Correction Order.

New Standard Senior Living at Egg Harbor  
Order Lifting Curtailment of Admissions and Lifting Directed Plan of Correction  
June 25, 2025  
Page 2

Thank you for your attention to this important matter and for your anticipated cooperation. If you have any questions concerning this order, please contact Nadine Jackman, Office of Program Compliance, at [Nadine.Jackman@doh.nj.gov](mailto:Nadine.Jackman@doh.nj.gov).

Sincerely,

A handwritten signature in blue ink, appearing to read "Gene Rosenblum", followed by a large, stylized flourish or mark.

Gene Rosenblum, Director  
Office of Program Compliance  
Division of Certificate of Need and Licensing

GR:Jl:nj  
DATED: June 25, 2025  
E-MAIL: [Swilson3@prioritylc.com](mailto:Swilson3@prioritylc.com)  
Control #X25059