



## CAPABILITY STATEMENT

# Sara Roth Design LLC

Healthcare and senior living interior design and FF&E procurement for skilled nursing, long-term care, rehabilitation and addiction treatment facilities nationwide.



### COMPANY DATA

#### UEI

NJE6S2LDQN35

#### CAGE CODE

17Z25

#### NAICS

541410 Interior Design Services

#### CERTIFICATION

SBA-certified Women-Owned Small Business (WOSB) since March 2026

#### SAM.GOV

Active registration through January 2027

#### BUSINESS TYPE

Small business · Women-owned

#### PAYMENT

Government purchase cards accepted

#### LOCATION

Carteret, New Jersey · Serving clients nationwide

### CONTACT

#### POINT OF CONTACT

Sara Roth, Founder & Principal Interior Designer

#### EMAIL

[sales@sararothdesign.com](mailto:sales@sararothdesign.com)

#### PHONE

[908-503-0549](tel:908-503-0549)

#### WEB

[www.sararothdesign.com](http://www.sararothdesign.com)

### COMPANY OVERVIEW

Sara Roth Design is a women-owned healthcare interior design firm. We design interiors for nursing homes, skilled nursing and senior living communities, and addiction treatment and rehabilitation centers, and we manage furniture, fixtures and equipment from specification through installation. Our work balances resident dignity and comfort with durability, infection prevention, code requirements, budget and schedule.

### CORE COMPETENCIES

- ◆ **Healthcare interior design.** Skilled nursing, long-term care, assisted living, memory care, short-term rehabilitation, and addiction treatment and behavioral health facilities.
- ◆ **Space planning & finishes.** Resident rooms, dining, lounges, therapy gyms, nurses' stations, entrances and corridors, with wayfinding and accessibility in mind.
- ◆ **FF&E procurement.** Specification, budgeting, bidding, purchasing, expediting, receiving, delivery, installation, punch list and closeout.
- ◆ **Renovation in occupied facilities.** Phased work around residents and staff, with infection prevention, noise control and safe egress planned in.
- ◆ **Healthcare-grade specifications.** Cleanable, moisture-barrier and disinfectant-compatible materials; flammability documentation; bariatric and ligature-resistant options.
- ◆ **Fractional design services (mySRD).** Ongoing design standards, furniture and finish reviews, vendor evaluations and capital planning guidance.

### DIFFERENTIATORS

- ◆ SBA-certified Women-Owned Small Business, eligible for WOSB set-asides
- ◆ Healthcare and senior living focus, not general commercial design
- ◆ One accountable team from design through FF&E installation
- ◆ Resident-centered, hospitality-style interiors that are durable and code-conscious
- ◆ Serving facilities nationwide from Carteret, New Jersey

### PAST PERFORMANCE

Selected commercial healthcare projects.

#### Barley Healthcare Nursing & Rehabilitation

New Jersey · Skilled nursing home · 2025

Common areas and a central nurses' station for a skilled nursing and rehabilitation facility in New Jersey.

#### Oceanview Nursing & Rehabilitation Center

New York · Skilled nursing home · 2024

Resident rooms and a new front entrance for a skilled nursing facility in New York.

#### Mission Park Healthcare Center

California · Skilled nursing home · 2024

A bright rehabilitation gym for a skilled nursing center in California, with exposed wood beams, a warm fireplace wall, and plenty of daylight — a motivating place for short-term rehab patients working toward going home.

#### Advocate Healthcare of East Boston

Massachusetts · Skilled nursing center · 2023

Corridors and resident rooms for a skilled nursing center in Massachusetts.

#### Montcare Bethesda

Maryland · Skilled nursing facility · 2023

Design for a skilled nursing facility in Bethesda, Maryland, with a glass-fronted gabled entrance pavilion that brings daylight into the arrival sequence.

#### Addiction Rehab Centers

Indianapolis · Drug rehabilitation centers · 2022

Interiors for drug and alcohol rehabilitation centers in Indianapolis.