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Health Care

Thrive Center relocates to Watterson Park



Image: Louisville Business First

State and local leaders joined Bellarmine University officials to cut the ribbon at the Thrive Center's new home in Watterson Park.

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By [Michael L. Jones](#) – Reporter, Louisville Business First
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Story Highlights

- The Thrive Center relocated to Watterson Park, celebrating reopening September 29.
- New facility collaborates with Bellarmine University and CDW Corp.
- Center features smart home, expanded space for age-tech innovation.

A nationally recognized hub for aging care innovation has relocated from Downtown Louisville to the City of Watterson Park, near the Newburg neighborhood.

The Thrive Center celebrated its grand reopening Monday, Sept. 29, with a ribbon-cutting ceremony that featured education, government and community leaders. The center's newly renovated offices are located at 3430 Newburg Road in the Watterson Medical Center, which is owned by Bellarmine University.

Founded in 2017, the Thrive Center has become a national destination for healthcare providers, researchers and tech innovators focused on aging. The new facility is a strategic collaboration between the Thrive Center, Bellarmine University and CDW Corp., a Fortune 500 IT solutions provider.



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Bellarmino University President Susan Donovan said the new facility strengthens the university's role as a living lab for emerging technologies, many of which are developed and tested in collaboration with Bellarmine faculty and students.

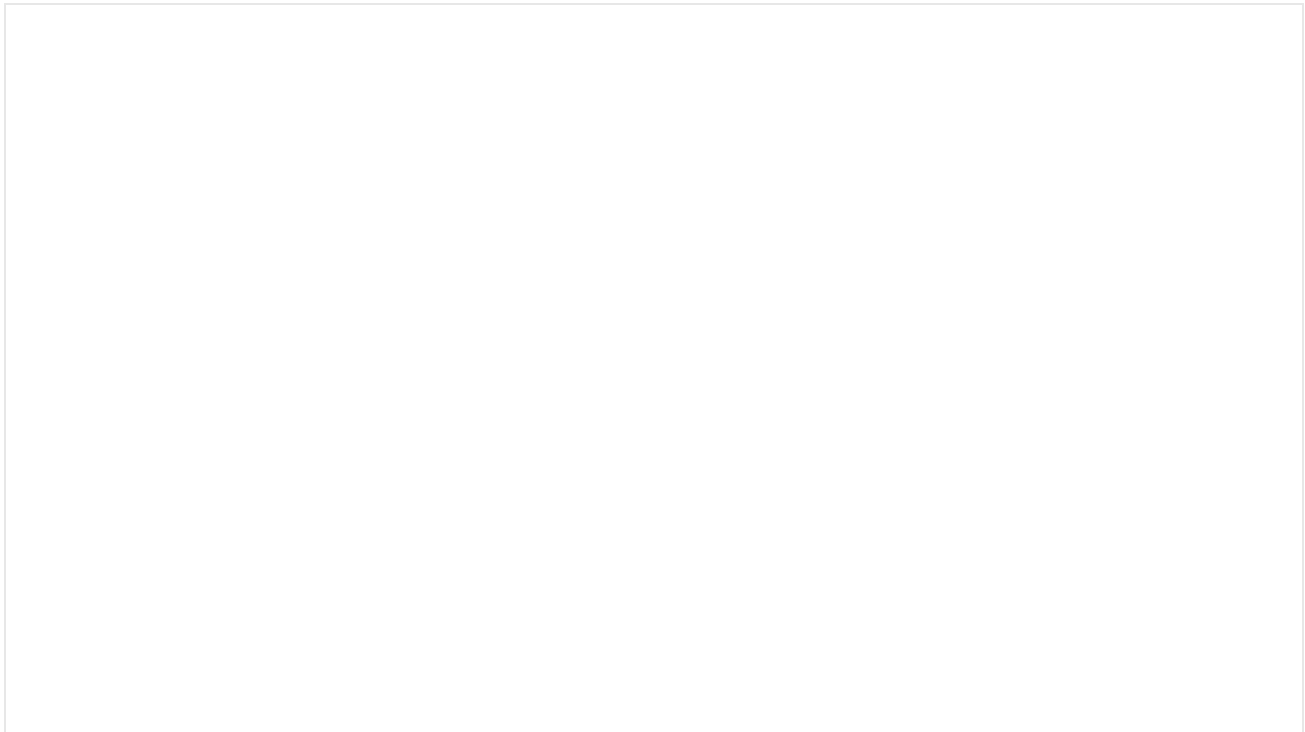
“I think this is a wonderful marriage between healthcare and entrepreneurship,” Donovan said at the ribbon-cutting ceremony. “Healthcare is a strength for us. Hosting the Thrive Center at Bellarmine brings our strategic vision to life – creating hands-on learning for our students while strengthening Louisville's leadership in healthcare innovation.”

Donovan said renovations for the center cost about \$1 million.

Sheri Rose, CEO and co-founder of the Thrive Center, said the new space is larger than [the center's previous location in the Dulworth Building at 204 E. Market St.](#), which is owned by the University of Louisville Foundation. Rose was unsure of the exact square footage.

The redesigned space includes a fully functional smart home, expanded event space and dedicated startup pavilions aimed at accelerating age-tech solutions. Rose said the expansion reflects the organization's growth and its mission to transform senior care through technology and education.

"We outgrew our space, and with the new technological advances, it was time to redesign and leverage our partnerships built over the years," Rose said. "Our mission is to instill health and well-being for older adults and foster innovation that supports independence."



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[Rose co-founded the Thrive Center with John Reinhart](#), a longtime entrepreneur and co-founder of Academic Platforms LLC. The project grew out of Reinhart's efforts to create a business accelerator for long-term care and other senior care-related businesses, which began in 2010 while he was working at Signature Healthcare.

Speakers at the ribbon-cutting included Rocky Adkins, senior adviser to Gov. Andy Beshear; Deputy Mayor Nicole George; Metro Councilwoman Josie Raymond; CDW Healthcare Vice President Jon Karl; and Mary Haynes, president and CEO of Nazareth Home and chair of the Thrive Center board.

Haynes called the center a remarkable alliance between a nonprofit, a university and a for-profit company, noting its global reach and local impact.

“What we have here today is a great collaboration between providers, entrepreneurs, business, education and research,” Haynes said. “So, we’re designed to inspire and grow these technologies.”

The Thrive Center is open to the public and offers interactive tours, programming for adults and strategic sessions for healthcare professionals. For more information, visit thrivecenterky.org.

Karl of CDW also emphasized the importance of industry collaboration.

“Our partnership with Thrive allows us to be directly involved with frontline advancements in technology that improve everyday quality of life,” Karl said. “These innovations not only support healthy aging but also drive meaningful outcomes across the industry.”