

Personalized

Memory Care



The Best Journeys Are Shared Ones



At American Senior Communities, we have utmost respect for dementia and its impact, which is reinforced daily through our support and care for those affected by it. Yet, we are also grateful to have many opportunities each day to promote a sense of wholeness, purpose and meaning as residents in our Memory Care neighborhoods make the most of their lives.

As Albert Einstein once said, “Life is like riding a bicycle. To keep your balance, you must keep moving.” This is our approach, too: not simply to encourage active lives, but to travel alongside each resident and his or her loved ones – sharing the entire journey – to ensure the most comfort, peace of mind and quality of life possible at every stage. After all, our residents and their families are part of our family, too.

**Personal attention and support.
Every level. Every day. Every step of the way.**

Memory Care at American Senior Communities

Memory Care neighborhoods are “communities within communities” at our locations. While the Memory Care neighborhood provides enhanced safety, specially trained staff, support programs and activities of special benefit to those with cognitive challenges, we purposefully integrate amenities and activities with our larger community to help Memory Care residents stay connected and experience a full and rewarding lifestyle to the extent each is able.

Even though we rely on consistent protocols and environmental factors to address some common experiences among those with dementia, Memory Care living at American Senior Communities is highly personal – founded on what is widely referred to as “person-centered care.” Through an initial discovery process among care staff, the resident and his or her family, we learn unique and specific details about the resident’s younger life, career, relationships, defining moments, hobbies, interests and values. This intimate knowledge helps us adapt activities and responses that can reduce anxiety, improve emotional well-being and enrich living.

Each resident has his or her unique life story, which continues to unfold. We’re out to fully leverage and support that story. Through a continuous, shared journey of discovery, we help each resident create new chapters of personal satisfaction and success each day by incorporating scientifically sound, association-endorsed best practices in ways that are innovative, proactive, inclusive and individualized.

Positive, proactive engagement creates a sense of wholeness and dignity. We develop and continuously adapt a personalized pathway along seven dimensions of wellness:

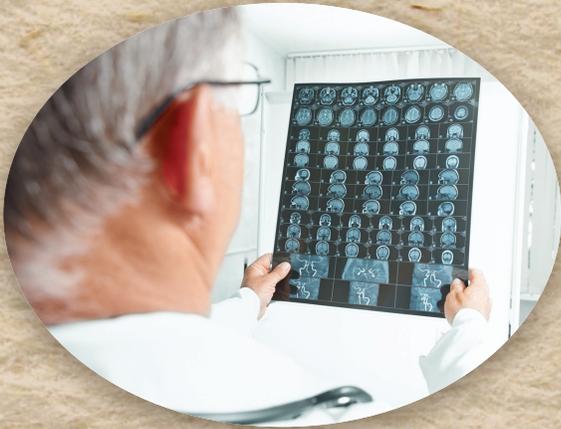
- Physical
- Social
- Intellectual
- Spiritual
- Emotional
- Occupational
- Environmental



A More Wholesome Approach

Though we embrace the principles of person-centered care, we take it an important step further. Here, **whole** person-centered care more accurately describes what we do. We honor each resident by focusing on his or her strengths and value. We also honor each day – reminding ourselves, our residents and their families that even though cognitive loss cannot be recovered, each day brings opportunities to live meaningfully and take pride in what **can** be experienced and accomplished.

More specifically, we incorporate a strategy founded on **wellness** rather than **illness**. We direct our attention to the full circle of each person’s life and focus on the truly possible, positive daily actions and outcomes, rather than dwell on what is “broken” – enabling each person to experience a greater sense of purpose, fulfillment and well-being.



Mindful Care

We wholeheartedly believe that life with dementia can be more than mere existence. Though it's a journey that meets with challenges, choosing wisely at each fork in the road ensures that each day is the best day possible.

Everything we do to enrich living is founded on scientific wisdom. We continually stay abreast of the latest dementia research and interventions put forth by the most credible and respected researchers, organizations and scientific journals.

Our experienced Memory Care Facilitators are specially trained and certified through the National Council of Certified Dementia Care Practitioners, and also undergo continuing state regulated dementia care training. Every staff person who might interact at any time with a Memory Care resident – from a kitchen helper to those who assist with Activities of Daily Living – also receives structured, regulated training on dementia care. We supplement this regularly with our own in-service training.

For Us, It's Personal...

The nature, course and daily impact of dementia for any individual is just as unique to that person as his or her personality, values and sum total life experiences. Because our support is likewise so individualized, we understand that broad generalities about how we address the needs of Memory Care residents may be of little comfort.

Following are a few specific examples of how we address not only symptoms common with dementia, but also personalize support. Of course, our Memory Care Facilitators are available at any time to discuss in detail aspects that may be of special concern to you.

Safety And Peace Of Mind First

Wisdom dictates that we first look to each person's safety and peace of mind. Our Memory Care residences are considered "Assisted Living" (Indiana) or "Personal Care Apartments" (Kentucky). Each resident receives the attention and assistance he or she needs with Activities of Daily Living (ADLs), such as grooming or bathing, and we provide meals, transportation, housekeeping and maintenance. Memory Care studios

and apartments also afford each person the opportunity to enjoy as much privacy and independence as they are able, while surrounding themselves with their own comfortable furnishings. Tailored to the needs of those with cognitive challenges, our Memory Care neighborhoods also offer social opportunities, events and planned activities.

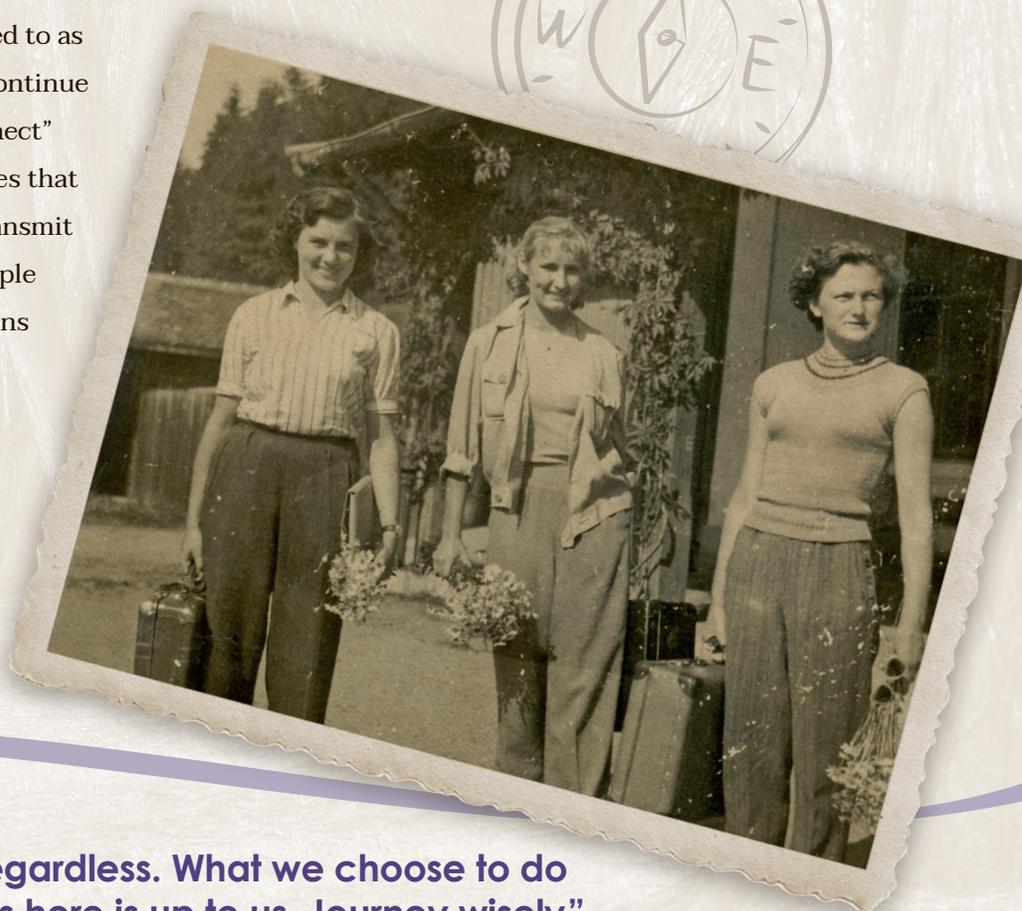
Because memory loss and disorientation cause “wandering” among 60 percent of those with dementia, the Memory Care residential area is securely enclosed, and all entry and exit points



are electronically controlled and continuously monitored. Yet, residents are not restricted only to the apartment building. The secure grounds include ample greenspaces and walking paths. These respectful and unobtrusive safety features and the larger enclosed neighborhood design allow greater freedom of movement, privacy and independence.

Optimal Autonomy

Dementia often involves what is referred to as “asynchrony”: areas of the brain may continue to function well, but there is a “disconnect” among them that affects certain abilities that rely on the healthy brain’s ability to transmit and interpret neural signals from multiple areas simultaneously. As a result, persons with dementia often lose their abilities to form new memories, which can lead to difficulties in wayfinding. We understand the emotional impact this can cause for a person after a lifetime of autonomy and self-sufficiency.



“The sun will set and rise regardless. What we choose to do with the light while it’s here is up to us. Journey wisely.”

–Alexandra Elle

Even our landscaping is designed with autonomy in mind. Courtyards incorporate thoughtful design and wayfinding aids to assist residents in returning to their point of entry safely and more easily.

Memory Care buildings and grounds leverage procedural memory and reminiscent memory to extend wayfinding autonomy. Procedural memory is formed through physical repetition, and allows people to “do something in their sleep” or “on autopilot.” It’s why athletes practice their routines. Reminiscent therapy relies on the fact that while new memory formation may be impaired, memories of the more distant past remain intact longer. While it offers many additional therapeutic benefits, reminiscent memory-based adaptations help residents forge a



connection between where they are “in the now” with items that are meaningful and specific from the past.

One example of this is our use of “memory boxes.” A clear box is mounted outside each apartment.

Residents are encouraged to fill it with mementos and photos from times past that retain positive, personal significance. This provides a meaningful and comforting tool for identifying their apartments by association. Throughout hallways, common areas and courtyards, we also incorporate interactive displays representing nostalgic time periods and relevant hobbies or topics. By reminiscent connections, as well as tactile, kinesthetic and visual cues, they serve as unique landmarks along oft-repeated paths that combine with procedural memory to help residents navigate more freely and effectively, with less stress.



“Bloom where you are planted.”

–Proverb

Relaxation And Emotional Well-Being

Disorientation and memory gaps often create moments of anxiety and frustration. Based on each person's unique personal history and associations, we develop a "personal oasis" – sensory based activities and techniques that can help restore a sense of calm in moments of anxiety and be integrated proactively to foster a more balanced, positive emotional state across time. We look to particular forms of music or songs that hold meaning and help the resident focus on more pleasant sensory input. We also incorporate principles of Deep Pressure Therapy (DPT) in individualized ways. Deep Pressure Therapy is a clinical term for applying gentle distributed weight (pressure) over certain pressure points in the body. Put simply, DPT leverages the science of a hug, triggering a natural release of serotonin and oxytocin, which cause a sense of calmness and well-being. Always with an eye toward what is safe and comfortable for a particular individual, this could be gentle hand squeezes or placing a specialized blanket, or even an afghan or quilt with nostalgic meaning, across the resident's lap to provide weight as well as a comforting tactile and reminiscent experience.



Personal *Enrichment*

While we respect each person's privacy, we also believe in the power of connectedness. Social and enrichment programs can counteract feelings of isolation, provide multi-level, multi-sensory therapeutic benefits and help residents experience greater fulfillment. We individually invite and encourage – but never force – residents to join in.

Each Memory Care Facilitator considers the **whole** person to offer options that address all seven wellness dimensions. In skill- and knowledge-building activities, Montessori techniques allow each person to engage according to ability. Personal relationships also allow us to tailor offerings to residents' specific interests. For example, if a group of residents' springtime conversations turn to reminiscing about planting flowers, the Facilitator may develop a window garden program. If others express the importance of church in their lives, the Facilitator may work with them to form a gospel choir, integrate scripture passages into word puzzles or art expression, or arrange prayer meetings.

Catering To The Senses

Poor nutrition often accompanies dementia for a variety of physical or emotional reasons. We often see improvements in a resident's health and happiness simply because our nutritionists provide consistent, wholesome and good-tasting meals. Yet, we believe dining should be more than an "eat to live" function. It can be an opportunity to really *live*.

"Our Splendid Table" is a rich and social culinary experience that appeals to *all* senses, not just taste. Served in our dining room exclusively for Memory Care residents, the setting minimizes any self-consciousness due to dexterity or swallowing difficulties. Brightly colored tableware and linens create a festive environment while also providing cognitive and sensory stimulation. Meals are served in courses by wait staff, so that every dinner becomes a special occasion without the chore or challenges of self-serve.

Care team members join each table's party, encouraging social interaction, but also fostering the sense of family we value – and, of course, enabling continual opportunity for personal insight that helps us serve each resident each day in a familial rather than clinical way.

Fitness For Mind, Body And Spirit

Because of our wellness philosophy, we strive not to use medication as a response to episodic emotional or behavioral challenges. If medications are necessary, we administer them responsibly and in compliance with family wishes and physician orders.

Instead, we focus on more natural and positive strategies, such as physical activity. Exercise, of course, enhances mental, emotional and psychological well-being for us all, not only through physiological and chemical responses, but also in providing challenge and sense of accomplishment.

The Art of Living Well



“A journey is best measured in friends rather than miles.”

–Tim Cahill



Exercise can be even more helpful for those with dementia. As it progresses, areas of the brain controlling motor functions may be impaired. Exercise routines can help offset loss of function by invoking “muscle memory” for certain physical movements. Research also indicates that exercise stimulates neural activity in ways that may mitigate the frequency or impact of cognitive disconnects (asynchrony).

Each Memory Care neighborhood offers exercise classes twice daily, led by staff experienced in personalizing activities for differing participant abilities. Also, each resident’s personal support pathway incorporates related interests and capabilities. For example, if a resident is mildly impaired cognitively (perhaps forgetful or repetitive) – but is physically able and enjoys bird-watching or nature hikes – staff may arrange for him or her to safely join a nature walk scheduled for the larger community to combine exercise with a more inclusive sense of belonging and normalcy.



Alternatively, if a resident has been an avid tennis player but now lacks ability to continue the sport in earnest, the care team will work to develop exercise that brings in familiar movements or aspects in a safe manner. This could be seated upper body exercises using a much lighter but functionally and physically similar badminton

racquet, or incorporating tactile and reminiscent memory by using a tennis ball for hand squeeze exercises to help the resident retain manual dexterity as long as possible.

Connecting Lives With Care

At every level, from neural pathways to personal support pathways, connection is an important part of living more fully – not just for those with dementia, but for everyone. From the bonds and interactions with our social circles to the love, understanding and acceptance from our family circles, life truly is richest when shared.

We're In This Together

Family engagement and support is a vital connection for a person with dementia to hold onto. And, dementia deeply affects the family, whether it's stress from serving as caregiver, or the emotional impact of experiencing changes in a relationship with a parent because he or she isn't the same person today as yesterday. So, our support is purposefully designed to embrace the resident's family and loved ones as well.

We include family members in the discovery process we use to develop personal support plans. Person-to-person, we counsel family on what to expect and how to best support the person with dementia, and our family orientation guide provides additional meaningful, actionable recommendations. We also invite family to "Cottage Connections," peer support and education groups we host specifically for family of Memory Care residents.

"Every day is a journey, and the journey itself is home."

–Matsuo Basho



Staying Connected

We understand logistical challenges as well, such as living a long distance away or juggling career and parenting responsibilities, so we also personalize family communications. This can range from informal updates during visits to emails to arranging video conference get-togethers.

We hold ourselves accountable for the highest standards in both the quality of care and quality of life and proactively make ourselves accountable to family members and guardians. When a resident's health or cognitive condition changes, we immediately communicate with the family and discuss any recommended changes in support. If a resident's condition remains stable, family can still expect a quarterly update. We conduct a comprehensive review annually and share observations, input and feedback in person with family, the Memory Care Facilitator and key care team members present.

Through our social media, web site and email newsletters, family can stay informed of happenings at the community as well as upcoming scheduled events.

Besides being welcome to drop by any time, we also actively host and invite family members to celebrations and social events, some that are strictly casual and others that are developed specifically to provide directed, positive family participation for therapeutic reasons.

