



Life Lived Forward

WILLOW
VALLEY
COMMUNITIES

March 28, 2018

Dear Residents and Friends,

Subject: **Memory Care Center Newsletter – First Issue**

For more than 30 years, Willow Valley has been recognized as a leader in creating the most forward-thinking senior living communities. We pride ourselves in being at the forefront of innovation to positively transform the way aging is viewed and experienced in our world.

We recognize that our need for continuous innovation doesn't stop at award-winning buildings, inspiring programming, and rich amenities. It also means maintaining our strong record of providing a robust continuum of care for Residents and their loved ones who depend on us.

Over the past few months, some 1,100 of our Residents participated in presentations and discussions about our plans for expanding our ability to care for those who possess cognitive disorders. We're embarking on an ambitious plan to create an all new **Memory Care Center** within our community. I'm pleased to say that your response was heartwarmingly positive. You share our vision to make memory care an even greater priority within our community – and throughout our region.

Much work towards this goal has already been accomplished, but there's still plenty more to do. As we continue our pursuits, we will count on your support, so **our goal is to keep you informed**. With that in mind, I'm delighted to share with you the first issue of our new memory care newsletter, ***Thrive Forward***. This is the first of many that we'll produce and distribute so that you're informed about our plans—and how you can help.

The establishment of a new Memory Care Center will give each one of us pride, satisfaction, and the knowledge that the team at Willow Valley Communities is committed to helping our Residents experience the most successful aging possible. I hope that you'll join me in being fully invested in our progress. We value your support—now and in the future.

Sincerely,

John G. Swanson
Chief Executive Officer
Willow Valley Living



WILLOW
VALLEY
COMMUNITIES

THRIVE FORWARD

MEMORY CARE NEWSLETTER

Volume I, Issue 1



WHAT'S INSIDE

WELCOME

Our first newsletter issue will keep you informed.

RESEARCH

Leaders in the field that we have explored.

COMPONENTS

Key elements that we believe are important.

WELCOME

We are pleased to present the first **THRIVE FORWARD** newsletter.

The name was chosen to reflect the forward looking potential of an individual undergoing memory care. It is also a nod to Willow Valley Communities' organizational tag line, *Life Lived Forward*, which speaks to the engaged life of our Residents. The purpose of this newsletter is to keep Willow Valley Communities Residents informed about the planning and progress of our Memory Care Center. Much has been accomplished to date, beginning with an informative presentation to over 1,100 Residents by Dave Haverstick, former Chief Operating Officer of Willow Valley Communities. We continue to work with our architectural firm, Perkins Eastman, to develop the program and building design. In addition, many visits have been made to other communities for benchmarking, which you can read about later in the newsletter. Here at Willow Valley, we continue to make progress towards creating our Resource Center at Lakes, and hope to open that to Residents soon. This Resource Center will be another means by which we will share project progress with Residents, as well as offer Residents the opportunity to provide their input.



New Coordinator Named

Another exciting announcement is the addition of a newly created position to assist with the project, titled Memory Support Resource Coordinator. Juanita Angelini, RN, former Clinical Manager on the second floor at Cedar Brook, has accepted this role. This new position will benefit Residents, families, caregivers, and Team Members as we continue to provide our current level of dementia care, as well as plan for the future. The Memory Support Resource Coordinator has many duties, some of which include facilitating dementia education and training for Residents, families, and Team Members, as well as developing teaching and training tools. In her new role, Juanita will be promoting the memory care habilitation model and working closely with the leadership on both Cedar Brook units to mold the culture to be one of encouragement of Team Members and helping them to feel valued. She'll also provide on-the-floor observation and mentoring of Cedar Brook staff. She will be giving presentations and will lead various support groups for Residents, family members, and the broader community. This new role will be highly valuable as we continue to elevate our dementia care at Willow Valley Communities.

Although much progress has been made to date, planning continues, with future decisions to be made. Thank you for your continued support of this important prospective addition to Willow Valley Communities.



RESEARCH

As part of the planning process for our proposed Memory Care Center, we visited several places that are considered leaders in this field. Highlights of some of these visits are summarized below.

HOGEWAY: Weesp, The Netherlands

Those of you who attended Dave Haverstick's presentations about our proposed Memory Care Center heard his description of Hogewey, considered one of the most innovative programs in the world. Hogewey's most notable attributes are (1) Freedom – no sense of confinement with Residents free to roam almost anywhere on the property; (2) Normalcy – encouraging its Residents to live as normal a life as possible based upon their lifestyles prior to memory loss; (3) Respect – treating Residents with dignity; and (4) Joyfulness – promoting happiness for Residents and their family members. Hogewey operates on a social model, rather than a medical model. As an illustration, fewer than 10% of its Residents are given antipsychotic medications. This compares to over 50% given these medications in most memory care centers in the U.S.

COPPER RIDGE by Integrace, Sykesville, MD

Copper Ridge utilizes a household model with each household accommodating 20 Residents. Copper Ridge promotes Resident-centered living, not only Resident-centered care. A major emphasis is placed on establishing the appropriate Team Member culture, enabling them to apply their God-given talents in service to their Residents; also striving to minimize burnout and reduce turnover. Copper Ridge established a comprehensive Assessment Clinic for correct diagnosis. It also recently opened a Day Program for those still residing in Independent Living, but whom could benefit from a structured activities program during their waking hours – also providing relief for primary caregivers.

Memory Care Center Key Components

- **Comprehensive assessment center.** Possibly offered in partnership with a prominent medical center.
- **Cutting edge design features, both interior and exterior.** Developed in concert with our architectural firm, Perkins Eastman.
- **Innovative programming model.** Based upon current research.
- **Technology applications.** For mental stimulation, activities programming, and general monitoring.
- **Specialized Team Member Training Center.** Dementia-specific emphasis offering continuous in-service and hands-on mentoring.
- **Caregiver Support and Resource Center.** A location where family members and caregivers can unwind and be supported by peers and professional counselors.
- **Research emphasis.** We desire to contribute to the broader Aging field.

LONDONDERRY VILLAGE, Palmyra, PA

Londonderry Village utilizes a greenhouse model, serving Residents (both general skilled care and dementia mixed together) in separate cottages of 10 persons each. Cottages are very much family-style settings with open kitchens, living rooms and fireplaces – and each Resident having their own private bedroom and bath. Team Members function as universal workers, serving as caregivers plus handling dining, housekeeping, and activities programming duties for the cottage. Team Members in each cottage work out their own staffing schedule with minimal involvement from leadership. Extensive training is provided to all Team Members prior to opening and is ongoing for newer staff.

Much is to be gained from benchmarking other memory care communities that enjoy good reputations. Planning is underway for additional visits as we refine the design of our Center and its program.

5.5 MILLION
PEOPLE IN THE U.S.
HAVE DEMENTIA

EVERY 66 SECONDS SOMEONE IN THE
U.S. DEVELOPS DEMENTIA; BY 2050 THAT
NUMBER JUMPS TO EVERY 33 SECONDS

1 IN 8
PEOPLE OVER THE AGE 65 HAVE
SOME FORM OF DEMENTIA. AFTER
AGE 85, INCREASES TO 1 IN 3

96% OF THOSE
DIAGNOSED WITH DEMENTIA
ARE OVER AGE OF 65

48% OF NURSING HOME
RESIDENTS HAVE SOME FORM
OF DEMENTIA.

THOSE WITH DEMENTIA ARE IN NURSING
CARE FOR AN AVERAGE OF 3 YEARS.
SOME LIVE WITH THE DISEASE FOR MORE
THAN 20 YEARS

Questions or Comments

Please contact Shelly Herr | 717.464.7592 | sherr@willowvalley.org