



Memory loss **doesn't** mean all is lost.

CLARE BRIDGE ALZHEIMER'S & DEMENTIA CARE

Bringing **New Life** to Senior Living®



BROOKDALE
— CLARE BRIDGE —
ALZHEIMER'S & DEMENTIA CARE PROGRAM

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OUR CLARE BRIDGE PROGRAM

Our Person-Centered Approach

Deeply rooted in person-centered care, Clare Bridge, our Alzheimer's and Dementia Care program, focuses on sustaining feelings of belonging and purpose while seeking to preserve identity and a sense of self.

We build relationships based on trust, loving concern and strong sense of family between our residents and care partners.

With over 30 years of experience, research guides our programming. Whether it's flooring choices or how we address behavioral expressions, our Clare Bridge program uses an evidence-based approach to continue to evolve and build our state-of-the-art care.

These programs and our community environment reflect the current, effective scientific thinking and principles in the field of dementia. We apply cutting-edge approaches to try to keep residents happy, fulfilled, relaxed and comfortable.

The Clare Bridge Environment

Each Clare Bridge community is designed for wayfinding through signage, visible common areas and recognizable cues to common area spaces. This helps promote independence and make the community more comfortable for our residents.

We have also created environments that provide opportunities to take care of various household and normal daily tasks. Don't worry — we're not putting the residents to work. One of the surprising discoveries we've made over the years is that residents tend to really enjoy what you might consider housework: **sweeping, gardening, light handyman jobs. It helps our residents be engaged and productive.** It helps them feel in control of their space, and it provides them with a purpose.

Spas or common bathing areas are also available in many of our communities. Residents who enjoy tub bathing rather than showers are accommodated in these spaces.



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THE SHADOW BOX

Resident shadow boxes are a special feature unique to our Clare Bridge community.

On the wall outside of every apartment, there is a shadow box that can be filled with items to create a small “biography” for the resident.

They serve many different purposes, including:

- A guide to the resident's history, accomplishments and past interests
- A tool for the Clare Bridge team to get to know your loved one
- A personalized, visual identifier to help residents instantly recognize their room





We create an environment for independence and engagement.

CLARE BRIDGE DINING

The Clare Bridge Dining Program

To nurture our residents' strengths we offer **our award-winning Clare Bridge dining program** with dementia-friendly menus that include selections that are familiar and easy to manage.

The dining program also includes these features:

- **Signature reFRESH program** — residents enjoy warmed, scented wash towels before each meal
- **Dining assistance** by associates trained in prompting techniques
- **Smaller dining rooms** where residents sit in the same seats to create consistency

The Clare Bridge dining program leads the industry and won the Assisted Living Federation of America's (ALFA) *Best of Best* award in 2009.

We want to help our residents:

- Support proper weight and nutrition by honoring each resident's preferences and tastes
- Achieve their highest potential with their skills that remain
- Maintain the use of utensils for as long as possible through the care associates' supportive prompting techniques and assistance
- Support each resident's interest in food by enhancing the dining experience with music, centerpieces, warm and scented hand towels and fresh linens



The Clare Bridge dining program maintains our residents' ability to enjoy the dining experience.

THE DAILY PATH

The Clare Bridge Daily Path

The Clare Bridge daily path of programs is an individualized, gently structured organization to the day that is designed to meet the specific needs of each resident. With programming seven days per week and a minimum of six group programs per day, the daily path is designed to maintain a resident's current abilities and encourage the use of his or her remaining skills. Programs also include smaller, clustered group experiences and are based on each resident's individual and unique history, past interests, passions and involvement.

This includes the following:

- **A morning mental workout**, using exercises such as brain-stimulating games, discussions and reminiscing
- **Physical activity**, including group exercises, walking programs and dancing
- **Life skills activities** that provide a sense of purpose, meaning and belonging as residents complete tasks related to everyday life

- **Music, art and crafts** groups for residents to express creativity in failure-free activities
- **Depending on the resident's** capabilities, outings to local attractions are offered from time to time

The Clare Bridge daily path is designed to meet our residents at their point of need and encourage their highest level of participation, regardless of their level of dementia. We create meaning and purpose through person-centered activities that take advantage of our residents' remaining skills.

We believe that our Clare Bridge residents are talented and capable, even as they live with dementia.



Clare Bridge's daily path of programming is designed to help maintain our residents' current abilities and encourage the use of their remaining skills.

THE SOLACE PROGRAM

Solace Late-Stage Programming

The Clare Bridge Solace program is designed to meet residents' special needs and is found in every Clare Bridge community.

The Solace program does not replace any elements of the overall Clare Bridge daily path of life enrichment, but rather adds an extra layer of programming within the larger Clare Bridge program.

Highlights include extra time for grooming, activities involving the senses, indulgences in favorite things, music and aromatherapy.

People in the advanced stages of dementia have a very unique set of needs which can leave them vulnerable to disengagement from daily programming and more distant from important human connections.

We want to support our residents, so they can live at Clare Bridge through the end of their life, if we can meet their needs. We routinely partner with hospice organizations and find working with residents in the later stages of the disease a special part of our mission.



Solace programming meets the needs of residents in the advanced stages of dementia.

INNOVATION AND TECHNOLOGY

Innovation and Technology

Studies show close relationships play an integral role in aging well. That's why we help our residents stay connected with innovative technology.

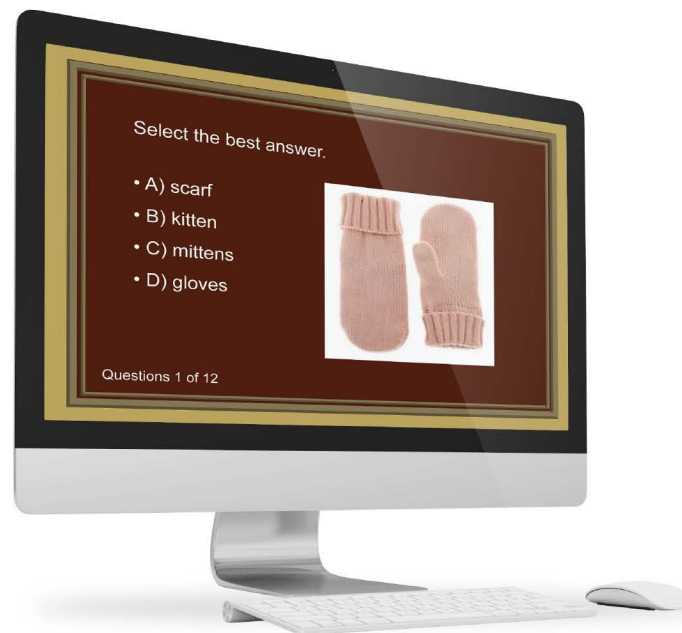
InTouchSM screen

InTouch at Brookdale brings the outside world in with an intuitively designed touch-screen computer. With easy-to-use, picture-screen prompts, our residents with physical or cognitive limitations can launch a virtual world of discovery.

It's a touchscreen computer programmed for activities, games, therapy, reminiscing, music and virtual travel. They can watch videos too — the system can access YouTube® and several other video channels, including all the old TV shows and movies they love.

Companion Pets

Hasbro's JOY FOR ALLTM companion pets are another example of how access to technology is helping our Clare Bridge residents stay connected and engaged. With more than 125 pets in our dementia care communities, the pets provide comfort for our residents and help them recall memories of pets they've had throughout their lives.



InTouch is powered by It's Never 2 LateTM SkypeTM is a registered trademark of Microsoft Corporation.
JOY FOR ALL is a trademark of Hasbro, Inc. YouTube is a registered trademark of Google, Inc.



InTouch at Brookdale brings the outside world in with an intuitively designed touch-screen computer.

BEHAVIORAL EXPRESSIONS

Understanding Behavior Expressions

Some people living with dementia express themselves with behaviors that can worry or even embarrass their family members from time to time. These behaviors can include yelling, swearing, hitting, exit-seeking or other conduct that is uncharacteristic of who they usually are.

With the language losses that come with dementia, it can be hard for our residents to express distress in conventional ways. We are committed to resolving, and often preventing, these expressions using proactive, non-pharmacological, person-centered approaches.

Our philosophy about medications

Specific medications called psychotropics, which were developed to control the symptoms of mental illness, are prescribed to “calm down” residents expressing themselves through behaviors. **These medications can increase the risk for falls, affect appetite and cause weight gain, incontinence,**

movement disorders, constipation and even elevated blood sugar.

As an alternative to these medications, we’ve developed a comprehensive problem-solving process that includes an entire team dedicated to uncovering the root of the behavioral issue. Sometimes addressing really basic issues, like pain, hunger or thirst, or even an environment that’s too hot or too cold, will resolve problems without the need to resort to drugs. In other words, we always try to figure out what the resident is trying to tell us and resolve that concern to our best ability.

We also focus on ways to prevent behavioral expressions by helping residents connect with their sense of identity, their important relationships, their independence and their sense of meaning and purpose. We rely on your knowledge as a family member to help us resolve behavioral symptoms, and we will discuss any issues with you as they arise.

Clare Bridge associates understand and accept these behaviors as expressions of unmet needs.

Source: Food and Drug Administration, 2008



In 2008 the Food and Drug Administration determined that psychotropic medications should not be prescribed for dementia-related behaviors, because they don't work for people living with dementia, and because there can be dangerous side effects for older adults.



Call (866) 323-2914 or visit brookdale.com/ALZ to put more than 30 years of experience to work for your loved one today.



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