



Beyond the Amenities

Why Brookdale Can Be Your Partner in Care

Health is inextricably tied to how patients live.

Here's why **Brookdale** is the expert.



Assisted Living and Alzheimer's and Dementia Care

Other Communities

Optimum Life®	<p>Well-being is at the core of everything we do, and our exclusive Optimum Life approach is how we frame well-being. From the resident care and meals to associate training, well-being is top of mind. Team members from the housekeeper to the ED are trained to recognize the importance of social, emotional, purposeful, spiritual, intellectual and physical well-being as vital to overall health. In this way we are best positioned to support social determinates of health that can greatly contribute to better outcomes.</p>	<p>May limit their well-being efforts to "activities"</p>
Clinical Care	<p>Every resident receives a personalized service plan, tailored to their specific needs.</p> <p>We've designed 11 comprehensive, evidence-based clinical programs for chronic condition management, including diabetes, heart failure and pulmonary health.</p> <p>With more than 30 years of experience, research guides our Alzheimer's and Dementia Care program, which we call Clare Bridge. Patients are assessed and placed according to clinical and psychosocial need. The level of care provides programming to enhance quality of life and minimize unnecessary transfers to higher care settings. Our Solace program focuses on comfort and providing joy in the most advanced stages of dementia.</p> <p>We strive to allow residents to age in place and have developed partnerships with hospice organizations.</p> <p>In select communities, Brookdale's HealthPlus program coordinates and facilitates urgent care, preventative and routine care services for residents within the walls of our community.</p> <p>Customized clinical care pathways are created for residents to maintain a consistent standard of care for clinical needs at HealthPlus communities — for everything from allergies to post-COVID recovery. We have tools to indicate the signs and symptoms that trigger a physician notification and the interventions staff should consider.</p>	<p>Residents may receive and pay for health services based on a "tier" or levels.</p> <p>There may be variations in care delivery, staff training, resident care assignments and nursing supervision.</p> <p>Programming may be oriented around a "social" versus health and well-being model.</p> <p>They may prioritize physical amenities and property enhancements over service lines.</p>
Staffing	<p>We are the largest employer of nurses in senior living.</p> <p>Approximately 65% of our Health and Wellness Directors have been with a community at least two years.</p> <p>Our National Clinical Leadership Team has maintained and coordinated quality care across our broad network as we've grown over 40 years.</p> <p>We support a culture built on servant leadership, with the understanding that our staff are the key to providing quality services for our residents.</p>	<p>Facility directors and leadership may have a real estate or business background and no or little clinical qualifications.</p>

Medication Management	<p>We develop preferred pharmacy partnerships to help minimize errors, duplication and provide 24/7 support for resident questions.</p> <p>Medication review is designed to minimize the use of any psychotropic medications for our residents and prioritize behavioral interventions to help meet resident's needs.</p> <p>Medications are tracked with the PointClickCare EHR to help facilitate proper administration.</p>	<p>Facilities without a preferred pharmacy provider may have higher rates of polypharmacy and duplication of medications, which could lead to adverse effects, medication errors and increased hospitalization rates.</p> <p>OTC medications may not be charted, and charting may be done with paper records.</p>
Resident Engagement	<p>In 2020, we altered engagement strategies and gained a deeper understanding of what drives residents based on the deepening of our relationship with them. Avoiding any pre-pandemic dependency model, we are now focused on our residents' aspirations, not who they were, but who they are now. Legacy interests are important, but we focus on today! We approach this in four ways unique to Brookdale:</p> <ol style="list-style-type: none"> 1. Programs Second - Senior living communities often focus on a calendar filled with activities. The Brookdale difference focuses on discovering a new friend and nurturing deeper relationships and connecting people. 2. Purpose Partners - Our programming naturally flows as an outcome of the ever-evolving friendships and connections of the adults we serve. We provide what their friendships need in order to drive ongoing purpose and meaning. 3. Four Avenues of Engagement - We uniquely focus on these factors of engagement: <ul style="list-style-type: none"> • Associate-Led Large Groups • Resident-Led Small Groups/Clubs • External Partners • Self-Directed Endeavors 4. Adults Serving Adults - Our team of experts partners with residents to provide programming suitable and geared for adults. 	<p>Socialization may be limited to large facilitated group activities on the monthly calendar.</p> <p>Attending activities is misunderstood as purposeful living. The belief that if enough variety is offered on a full calendar then surely the resident will find something meaningful.</p>
Provider Partnerships	<p>Brookdale can electronically share patient records with the patient's internal team and grant access to their external care team.</p> <p>We partner with external providers and work with resident's entire care team to ensure they stay informed on their patient's medical needs and progress.</p> <p>Providers can also do rounds in our communities.</p>	<p>Sharing of medical information may fall on the resident and family, and paper records may get lost or can be incomplete.</p> <p>Residents may have to leave other facilities for follow-up care visits and coordinate their own appointments.</p>



BROOKDALE'S PRIORITY IS THE HEALTH, SAFETY AND WELL-BEING OF OUR RESIDENTS.

At every level of our organization, we rely on guidance from experienced clinicians to optimize the health and care of our residents. Our Health and Wellness Directors have the ability to view quality outcomes in real-time. We also have electronic documentation and reporting capabilities to share metrics on quality outcomes with our resident's healthcare team. At the community level, teams work with each resident individually to create, monitor and maintain a personalized, comprehensive service plan. These local teams are supported and guided by district, divisional and national clinical experts. Helping residents manage chronic conditions is critical component of our approach to population health. The physicians we partner with know their patients are receiving routine health assessments and consistent care from trained staff, both of which are key to achieving positive health outcomes and reducing unnecessary hospital readmissions. Bringing that approach to care inside our walls allows the Brookdale community to be more than just a place to live.

Specialized care resources focused on the most common chronic health conditions are reviewed and updated regularly to deliver quality clinical care. Brookdale clinicians are trained and supported by a clinical center of excellence that provides leadership, expertise and resources at the local, divisional and national levels. There's timely clinical response to changes in condition and oversight and management of medications through Electronic Medication Administration Records (eMAR) and improved communications, reporting and tracking of conditions and incidents through use of PointClickCare, a post-acute care technology platform. We also offer specialized clinical programs in select communities for residents with diabetes, Parkinson's disease, heart failure, COPD, bone and joint conditions and stroke.

BROOKDALE PERSONALIZES ENGAGEMENT.

Engagement at Brookdale empowers residents to live the life they want. Where traditionally a list of calendar activities is offered, we start first with building a friendship, in order to understand aspirations and desires. Engagement offerings are then personalized, tailored to the friendships they have now and those they will create. Engagement is balanced to support the six dimensions of Optimum Life®, including standard evidence-based programs like Brookdale Fitness B-Fit, BrainFit, The Ageless Spirit and My Life Story. We believe that relationships lead to connections that lead to a meaningful, engaged life. Whether it is through engaging socially in a group, an individual purposeful pursuit, or meeting a new best friend, it's all about the connections. Our aim is to be a trusted partner in the resident's journey.

At select communities, we provide care and coordination with a patient's medical community inside and outside with Brookdale HealthPlus. This program is currently active in 15 Assisted Living and Alzheimer's and Dementia Care senior living communities in Ohio. HealthPlus provides a greater level of on-site clinical care, care coordination and collaboration with external provider partners by establishing a Care Manager at each community who is a registered nurse. They have a close understanding of each resident's health status and coordinates their care to ensure not only that their needs are being met, but that they can age in one place longer.

PEOPLE CAN AGE WITH US.

One of our top priorities is to find the ideal community with the right level of care for each individual. We do this, in part, through our personalized service assessment. Each resident's needs are unique and variable through time. Our personal service assessment at the start leads to an individual service plan for your patient, so they only pay for the care they need, when they need it.

We've created specialized environments with attention and support for high-risk conditions like Alzheimer's and dementia. Backed by research and experience, our memory care program is individualized. Even dining supports proper weight and nutrition by honoring their preferences, tastes and cognitive abilities. This program, called Clare Bridge, strives to consistently assign care associates to residents whenever possible, providing residents someone who knows their histories, routines and preferences; this builds a stability and comfort, while also increasing the likelihood of a quicker intervention should there be a change in condition. Each day's routine may include morning mental workouts, physical activity, life skills, creative expression and periodic outings. In the most advanced stages of dementia, our Solace program focuses on comfort and providing joy. When the time is right, we rely on existing partnerships with hospice providers to keep patients in this familiar setting.



Learn more at brookdale.com

Brookdale Senior Living is a leading operator of senior living communities throughout the United States — a responsibility we take pride in. For more than 40 years we've put our residents and patients first, providing them with the service, care and living accommodations that meet their specific needs. We offer our residents access to a broad continuum of services across the most attractive sectors of the senior living industry. We operate and manage Independent Living, Assisted Living, Memory Care and Continuing Care Retirement Communities (CCRCs). We also offer a range of home health, hospice and outpatient therapy services to residents of many of our communities and to seniors living outside of our communities. OUR VISION To be the nation's first choice in senior living OUR MISSION Enriching the lives of those we serve with compassion, respect, excellence and integrity.

