

THRIVE MEMORY CARE



OUR VISION

Watermark's Thrive Memory Care program is based on more than 30 years of experience delivering outstanding care and innovative programming in an encouraging environment with all the comforts of home. We challenge traditional assumptions about what is possible, and we always focus on what residents *can* do, never what they cannot.

Our unique Memory Care setting is designed to promote optimal health and well-being and includes the following key principles into the rhythm of our residents' daily lives:

- Nurturing Environment
- Dining for the Soul
- Engaging Programming
- Extraordinary Outings
- Specialized Training and Certification (National Council of Certified Dementia Practitioners)
- Expressive Arts
- Physical Wellness
- Life Histories
- Watermark University



NURTURING ENVIRONMENT

We've created "like home" Memory Care neighborhoods that are comfortable and familiar. Our residents are surrounded by wonderful aromas from delicious meals, music, laughter, family members, natural light, children, pets and love. We create celebrations and signs of the changing of the seasons, plus reminders of things to look forward to. We fill the days with favorite pastimes and meaningful moments. We understand that to provide extraordinary care, our *Nayas* must be experts at taking good care of themselves as well. We encourage them to find that perfect balance between work and life as part of our nurturing environment.

DINING FOR THE SOUL

Meals are a time to gather, connect and enjoy the simple pleasures of life. Old favorites and interesting new delights are always on the menu, and we encourage residents and family members to share their treasured recipes. Everyone is welcome to pitch in to help prepare, serve and clean up for a true feeling of home.

Our individualized Pantry Program provides residents with their own personal space to store favorite items. Whether their perfect afternoon includes mint Milano cookies with a cold glass of milk, scones with a warm cup of tea or even a glass of their favorite wine, we'll keep them on hand. Whatever flavors provide comfort and joy, we make sure they're always available.

We're proud to offer our Gourmet Bites signature program, created to provide independence, dignity and accessibility to flavorful, nutritious, favorite foods. Based on the Grind Dining™ program, this process transforms traditional menu items into visually pleasing, easily handled portions that retain all the taste, texture and flavors of the same meal, with no utensils or assistance required. Served as one-bite and two-bite hors d'oeuvres, Gourmet Bites is bringing the joy back to dining for our residents and their families.

WATERMARK PROGRAMMING

Watermark's Thrive Memory Care program does not offer a calendar of activities with the intent of simply entertaining our residents or helping them pass the time. We have collaborated with experts to develop programs specifically designed for Memory Care. These programs engage our residents and encourage them to feel needed, loved, and to express themselves and to connect to the world in meaningful ways.



EXTRAORDINARY OUTINGS

Our group trips shatter the expectations of what's possible. Our residents, associates, families and volunteers work together to plan safe, adapted outings to ensure our residents thrive. Recent examples from Watermark communities coast to coast include fishing trips, a day at the beach, a train trip to New York City and even an overnight camping excursion.

EXPRESSIVE ARTS

We use music, art and movement to tap into all forms of creativity for an alternative form of communication beyond words. Our Expressive Arts program includes therapeutic approaches to music, art and movement to provide a multisensory experience.

PHYSICAL WELLNESS

From traditional seated fitness classes to holistic offerings such as yoga, guided meditation and plenty of refreshing walks, our physical fitness programs are tailored to individual abilities, preferences and needs.

LIFE HISTORIES

We recognize that everyone brings a unique life experience to our community. By incorporating personal backgrounds, perspectives and needs into the daily fabric of our program, we help residents relate, connect and thrive. We celebrate our residents' pasts, honor their preferences and interests, and offer opportunities to find purpose and enjoyment every day.

WATERMARK UNIVERSITY

Residents, associates, family members and local experts share their interests to ensure we always have opportunities to learn, grow and engage in meaningful ways. Class examples include *The Artist Within*, *Chair Yoga*, *Five Decades of Music*, *Baseball 101* and many more. We have found that by teaching a Watermark University class, family members have a whole new way to connect and interact with their loved ones.

Discover a guided, supported lifestyle with Nayas. Let us show you how.

NAYAS

With a name originating from the Sanskrit word for guide, person of wisdom and leader, these exceptional individuals orchestrate, integrate and make it all happen.

A WATERMARK NAYA

To most, the term caregiver conjures an image of someone in a uniform providing basic assistance with activities of daily living (ADLs). Here, the art of caregiving goes far beyond the traditional title, so we call our caregivers *Nayas*, a word originating from the ancient language of Sanskrit. A Naya is a guide, person of wisdom and a leader who is engaged in the present moment. Instead of hiring traditional caregivers who are there solely to provide assistance, our model is to build a team with a deeper understanding of what makes residents thrive.

Nayas play a crucial role in the lives of residents. Their job is not easy but it is immensely rewarding. It also requires thoughtful approach and a big-picture perspective. We know that behaviors are a response to an unmet need. Nayas communicate via validation rather than correction, and use mirroring to show understanding and support. Nayas incorporate residents in the rhythms of daily life. Together, they work side-by-side cooking, cleaning, preparing and serving homestyle meals and simply spending the days in ways that evoke joy and a sense of purpose. From this thoughtful foundation, we cultivate a sense of well-being and community.



SPECIAL TRAINING AND CERTIFICATION

We have partnered with the National Council of Certified Dementia Practitioners to offer a rigorous curriculum of dementia education. With this training, you will be uniquely prepared to bring out the best in every individual and create a world where each resident thrives.

A DAY IN THE LIFE OF A NAYA

I had been a caregiver for many years before joining Watermark. Working in other communities, I would focus on providing good care for my residents and took pride in my work. During my interview for Watermark, I learned about what it means to be a Naya. This new title is what they call caregivers, but Nayas are so much more.

My day as a Naya begins with using the personal preferences I have learned from reading each resident's Let Us Get to Know You form. Using that as my guide, I assist my residents as they prepare for the day.

For example, Mr. Reed, as he prefers to be called, likes to wake up to the morning newspaper and a cup of strong black coffee. Shirley prefers to shower and dress before joining her friends in the dining room for breakfast. Ensuring that the day is off to a great start (from the resident's perspective) prepares everyone for a good, positive day.

The thing I enjoy the most is interacting with my residents while leading the offerings on our calendar throughout the day. At previous communities, this was not part of my role, but here, we are very involved with not only leading but planning the day, based on residents' needs and preferences. This allows us to be with our residents as friends and not just as caregivers.

Another benefit of being a Naya is the extra training I have received. In addition to training on caregiving and dining service, I have attended training through the National Council of Certified Dementia Practitioners and am now a Certified Dementia Practitioner, or CDP for short. This has enhanced my understanding of the disease progression and given me new skills and tools to be more effective and proactive in filling the days with meaning and joy.

In the past, I would leave work quite tired and ready to get home. Now, I can honestly say that I look forward to each day because of the great work we do and the difference we truly make.



A DAY IN THE LIFE OF A RESIDENT

I wake to the sun streaming through my window and the smell of fresh coffee invites me into the day. When I'm ready, my Naya gently reintroduces me to my world of friends and neighbors. She brings me coffee just like I like it, with vanilla cream and not too hot. I settle into a comfortable chair by the window and enjoy the moment.

My Naya asks if I'd like to help prepare breakfast, I struggle with how to help, but this lovely young lady called Naya assists me as I pour juice for everyone at the table. After breakfast, we all take a walk with our golden retriever at the lead.

When we get home, I'm feeling inspired by a recalled passion, so we paint and sculpt with clay. We have music playing and my Naya and I take breaks to sing and dance. Later, we're taking a trip to pick up supplies for our herb garden we're planting to use in our kitchen. The shopping trip has me feeling tired but happy. As I walk in the door, I can smell something cooking and feel my appetite growing.

We all work together to set the table and enjoy the meal. After dinner, some of us help clear the table and I am handed the broom and begin to do the sweeping. I immediately have a sense of purpose, a sense of family, memories of helping my mother with the chores, and I feel connected. It's such a good feeling to contribute to our home and family.

As the day begins to wind down, I start to feel restless. I can see my words hanging in front of me and I can't reach them. My Naya notices and asks if I would like a glass of my favorite wine, and that sounds perfect. She goes to the cupboard with my name on it and brings it to me with some shortbread cookies. I feel myself calming as I enjoy my special treat.

My Naya takes my hand and together we find my room. I am comforted by familiar pictures of my children and grandchildren and a quilt on the bed that takes me home. We talk about the good parts of the day and make plans for tomorrow as I drift off to sleep. I am feeling content, happy and safe.



A DAUGHTER'S PERSPECTIVE

After my mom passed away, I started to see changes in my dad. Maybe the changes were new, or maybe it was because I was spending more time helping him. He lost contact with friends and didn't seem interested in things he usually enjoyed. Not only was he forgetting what I just told him, but he was misplacing items around the house. Something had changed.

Over time, Dad's reliance on me became increasingly more of a challenge. I used to rush over in the morning to make sure he took his medications and had breakfast. Sometimes, I was late to work because he needed help getting ready for the day.

During the day, I felt guilty for cringing when Dad's number would show up on my phone, yet when I didn't hear from him, I worried that something terrible happened. Sometimes I would lose my patience, while other times I just missed the father I used to know. I was stuck in the middle of managing my life and his. Something had to change, for both of us.

A friend told me about The Watermark. I decided to make a call and I met with a sales director who listened to my struggles. She said that many adult children feel the same way. We determined that Dad had nothing to lose and everything to gain by moving to The Watermark. Almost immediately, I started to see positive changes. As he grew more "at home," we saw even more improvement.

Now Dad spends his days with friends and enjoys life again. Best of all, our visits are now simply a father and daughter connecting. Gone is the constant worry that I was letting him down and the overwhelming fear for his safety. I joined the community support group and met others in my shoes. Knowing that I'm not alone helps me cope with the changes Dad is experiencing.

Recently, Dad's Naya called to request my mom's recipe for schnitzel, his favorite dish! He helped his Naya make it and shared with his neighbors. She also sets up times for us to FaceTime or Skype with Dad. It's really convenient since some weeks life gets busy, and I'm not always able to visit.

With each day I'm reassured that we made the right decision. I am confident that Dad is surrounded by people who care about him and who are dedicated to filling his days with meaning and purpose.



SIT AND STRETCH CLASS



EXPLORE WATERCOLORS IN THE ARTIST WITHIN



SLEEP LATE LISTENING TO THE RAIN



OUTING TO THE FARMERS MARKET



MASSAGES AND MANICURES



LIFE STORIES CLASS



GREET THE DAY WITH CHAIR YOGA



HELP MIX DOUGH FOR AFTERNOON COOKIES



HEART AND SOUL DRUMMING CLASS



JAZZ AND DANCE COLLABORATION CLASS



As a Naya, how will you impact the life of individual residents? How will your care, energy and expertise translate to satisfaction, peace of mind and delight for the daughters, sons, spouses and others? Here's a glimpse of the impact you soon will make.

SENIORADVISOR.COM

GIVING MEMORY CARE PATIENTS A HOME AWAY FROM HOME

Spent the better part of a day here, to tour and experience the environment, see how the current residents respond with different nurses, events, and times of day. I was thoroughly impressed. From the unique family-style concept to the highly individualized care, with lots of personalized attention for each resident ... it feels like you're hanging out at your grandma's house, complete with grandpa snoozing on the couch after a delicious lunch (cooked on-site, eaten family style alongside the caregivers – called Nayas – who are clearly well-trained and professional, but feel more like friends/companions than nurses). One resident wanted to go outside because it was sunny (it was 32°F) – rather than simply telling her, “no, it's too cold,” the Naya said it was very cold, then opened the door to the patio and let her go outside for a few minutes, waiting nearby to let her back in when she was ready. End result: The resident felt respected, independent and safe, rather than rejected, helpless and depressed. One moment made all the difference in her day ... and in Memory Care, isn't that what matters?

CARING.COM

The Villa was my main focus – and when they say it's a brand new concept in Memory Care, they're not kidding. It's set up like a house, with an open-plan kitchen/dining/living area, so residents feel like they're in a home versus an institutional setting. They even cook and eat family style, right along with the CNAs (“Nayas”). The outdoor space is set up differently than others I've seen – Nayas accompany residents on walks/outings, there are rocking chairs on the front porch, and a side porch with beautiful butterfly gardens and raised beds for them to enjoy/plant – no feeling of being locked up like you sometimes have in secured Memory Care units. It's a spotless environment that feels modern/upscale but still extremely cozy. Apartment/room layout is easy to navigate for residents, with the bathrooms not far from the bed (helpful if there are incontinence issues). The bathrooms themselves are gorgeous – fully tiled (completely waterproof “wet room”) so there's no step getting into the shower, just a shower curtain. If the grab bars weren't there, you wouldn't even know this was a bathroom in a memory care apartment. The level of personal interaction between the staff and the residents was what absolutely floored me compared to other facilities – these are highly engaged residents (regardless of the stage of their disease) who participate in extremely personalized activities constantly throughout the day. Nayas seem to know everything there is to know about these residents – where they grew up, their spouse's/kids'/friends' names, jobs, names of companies they worked for, interests ... you name it. One even downloaded an app to translate German to English, because one of her residents slips into his native German periodically and she didn't want to lose the ability to communicate with him. ... The Villa itself was unbelievably peaceful and welcoming – I could have sat there all day and just relaxed.



CREATING EXTRAORDINARY AND INNOVATIVE COMMUNITIES WHERE PEOPLE THRIVE.

OUR VISION

At Watermark, we're committed to creating extraordinary and innovative communities where people thrive.

In many ways our vision is a blank canvas on which you get to paint. What is extraordinary? We certainly have some ideas but how you plan to be extraordinary is far more important and exciting to us. What makes your residents thrive? What makes you thrive? These are all critical questions and we can't wait to see how you chose to paint.

OPERATING PRINCIPLES

CELEBRATE OFTEN.

Take the time to embrace and encourage creativity, curiosity, diversity and innovation.

Your attitude toward triumphs (and challenges) is contagious. Take time to celebrate accomplishments and the power of working together toward a shared vision.

LIVE WELL.

Pursue what makes you thrive and gives you purpose. Learn, grow and play every day.

What lights your fire? Share your true spirit to ignite a spark in others and impact the entire organization.

VIEW EACH DAY THROUGH THE LENS OF POSSIBILITY.

Breakthroughs occur by viewing life through the lens of possibility and opportunity, not scarcity.

Don't let that fearful little voice stand in your way of making a difference and achieving your commitments.

TAKE A STAND AND DO THE RIGHT THING.

Make powerful commitments, act with integrity and make a difference.

Pay attention to the little details, from the baseboards to the font on the dessert menu and everything in between. Being extraordinary is the culmination of mastering 1,000 details, every day.

DON'T TAKE YOURSELF TOO SERIOUSLY.

Have fun and recognize that the power is in the team.

We take our jobs seriously, but not ourselves. Step back, see the bigger picture, take joy in the process of learning and growing. It is all about celebrating success as a team and not about titles, status or ego.

NOTES:

SUGGESTED READING

Creating Moments of Joy for the Person with Alzheimer's or Dementia: A Journal for Caregivers by Jolene Brackey

A Dignified Life: The Best Friends Approach to Alzheimer's Care, A Guide for Family Caregivers by Virginia Bell and David Troxel

A Loving Approach to Dementia Care: Making Meaningful Connections with the Person Who Has Alzheimer's Disease or Other Dementia or Memory Loss by Laura Wayman

Still Alice by Lisa Genova

The 36-Hour Day: A Family Guide to Caring for People Who Have Alzheimer's Disease, Related Dementias, and Memory Loss by Nancy L. Mace and Peter V. Rabins

Learning to Speak Alzheimer's: A Groundbreaking Approach for Everyone Dealing with the Disease by Joanne Koenig Coste and Foreword by Robert N. Butler