



## New Dawn Memory Care

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We would like to take this opportunity to thank you for your interest in New Dawn Memory Care. New Dawn was founded on the principles of our Founder and CEO, David Daumit and his beliefs in the rights of elderly adults and their choice to “age in place”. The approach for the care of our residents is carried out and supervised by our Vice President of Operations, Edmarie Meaux, Licensed Nurse. New Dawn’s belief is to offer a design and community that will be a lasting experience for the resident and their family.

We combine the knowledge and experience of various health care professionals, staff and families to create a freestanding Alzheimer’s Community; allowing those with memory loss to be safe and secure while promoting independence and freedom of choice. With our therapeutic programming and technology, we are able to provide the highest quality of care and as a result, assist families and health care professionals in obtaining the very best quality of life for our residents.

Our team of professionals are trained with the most up to date information and technology provided by the Alzheimer’s Association, as well as other leading organizations in the field, making our team of professionals the experts in Alzheimer’s Care.

Again, New Dawn Memory Care thanks you for your interest in our community!

Sincerely,

Edmarie Meaux, Vice President of Operations



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## *“The Residential Alternative to Long Term Institutional Care for the Elderly”*

### **So Special about New Dawn Memory Care?**

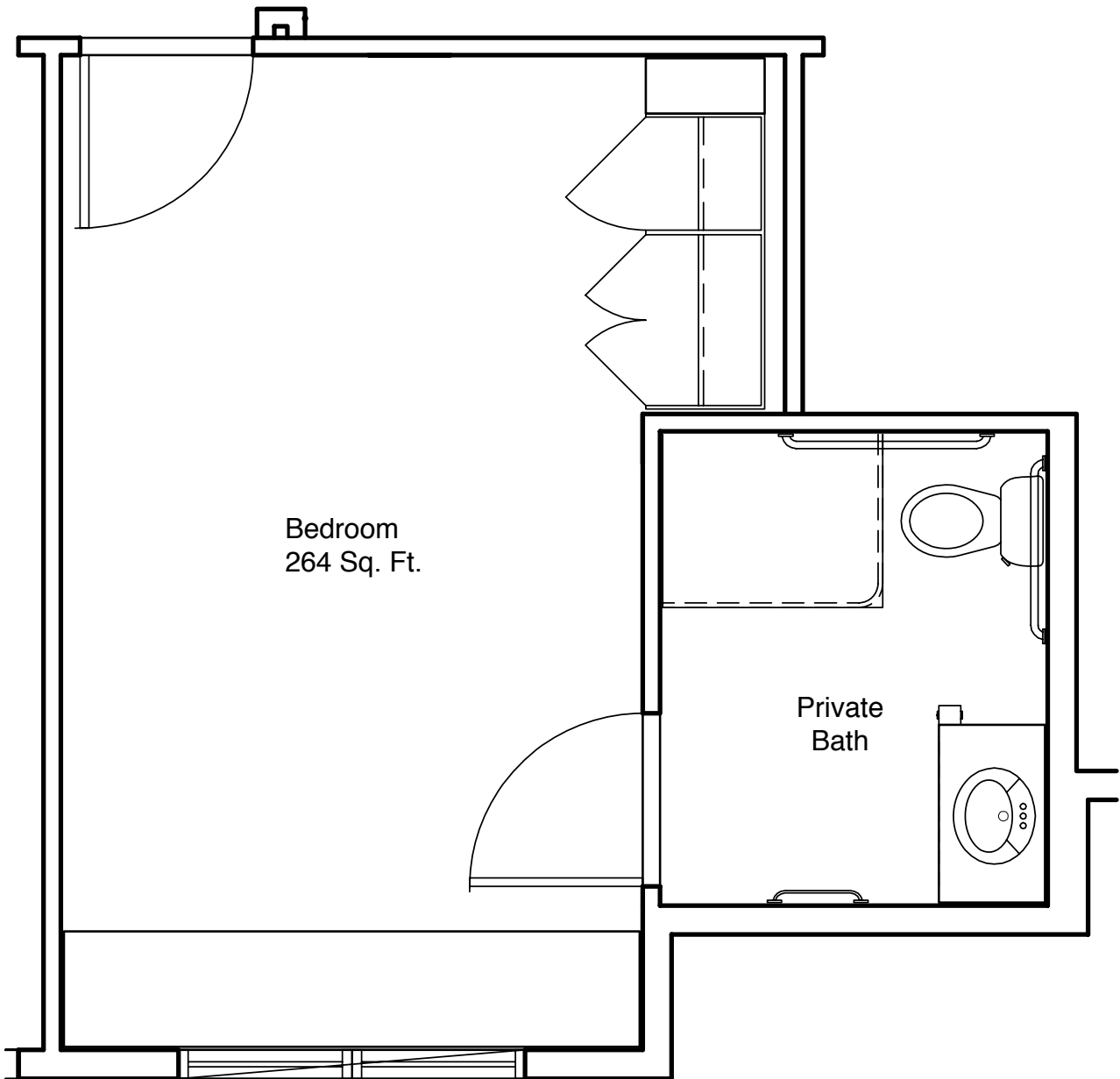
Care for individuals with memory loss, including dementia and Alzheimer’s Disease is our sole focus. We don’t try to be all things to all people. We specialize in caring for individuals throughout all stages of memory loss, including those with challenging medical needs and difficult behaviors. We do more than just create good days- we work with our residents and families to fight the progression of the disease through proper health care oversight, nutrition and memory enhancing activities. Our specially designed, secured cottages, on site nurse around the clock and experienced staff provide you with the peace of mind you have been looking for.

The research and information related to dementia care is constantly changing and New Dawn Memory Care considers itself to be on the cutting edge in the care of those living with the disease. We pride ourselves in offering state-of-the-art care and services.

The founder of our company has been providing services to those living with memory loss for more than 25 years and is committed to continuing to find ways to create the very best days for our residents and families.

### **New Dawn’s Award Winning Design**

Our 16 bedroom cottages are specially designed to be safe and secure, but above all, comfortable and familiar. With private apartments and baths, residents have their individual space but still enjoy the common areas in their home. Over half of each cottage is comprised of common spaces including a kitchen, comfortable living and dining areas, activity rooms and a sun porch which leads to an enclosed outdoor garden. The décor is designed to be familiar and trigger reminiscing moments.



Unit C Floor Plan

# New Dawn Memory Care Apartment Residence

Scale: 1/4" = 1.0'

ANSI A117.1 Type A Compliant



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## MedMindful

### **Resident Health and Safety is Paramount**

At New Dawn Memory Care we call our medication program *MedMindful* for a reason. Individuals with Alzheimer's disease or other memory impairments are frequently prescribed between 10 and 30 medications per day. Ensuring that medications are appropriate and necessary, as well as administered and monitored properly is critical to resident health and safety.

### **Highly-trained Nurse ON-SITE 24/7, Not Just On Call**

New Dawn Memory Care is one of the few assisted living communities with nurses scheduled ON-SITE 24/7, not just on call or in another part of the building. Our combination of highly-trained nurses, experienced Medical Director, Pharmacy Consultant, Neuropsychologist and qualified medication professionals (QMAP's) is the key to our success. Nurses on-site 24/7 means that New Dawn can offer "as needed", PRN medications or intramuscular injections. Our nurses can assess the residents in emergencies. This minimizes trips to the emergency room which is particularly disorienting to individuals with cognitive impairments.

### **Medical Director on Staff**

Our Medical Director and Nurse Practitioner visit our community weekly and are on call 24 hours a day for our residents. The accessibility of our medical team allows residents to be treated in their own home as medical issues may arise.

### **Nationally Recognized Pharmacy with Safety Packaging**

New Dawn Memory Care selected Omnicare Pharmacy, a nationally recognized pharmacy with specialized safety packaging, emergency deliveries and pharmacy consultants, for the best in service and safety. Families may choose to use their current pharmacies at no extra charge. We are proud to say our team had a perfect score on our last five medication pass observation conducted by our outside pharmacy consultant. Communication is the key with our families and that's why we are piloting Omniview which allows families to go online and view their loved ones medications and dosages.



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## **Treatment for a Wide Array of Complex Medical Issues**

Individuals with memory impairments may have a variety of medical issues which may or not be related to the aging process including arthritis, diabetes, stroke, urinary tract infections, and COPD. We are fortunate that medications and treatments exist that may help to improve quality of life for our residents and the New Dawn Medical Director, neuropsychologist, nurses and other members of the health care team stay current on the latest medications and treatment. Our nurses are trained to care for those requiring sliding scale insulin, oxygen, catheters, wound care and more.

## **Managing Difficult Behaviors**

Many individuals with memory deficits may exhibit behaviors that can be difficult to manage including aggression, screaming, wandering, and verbal abuse. At New Dawn Memory Care, medication is only a small part of managing these behaviors. Our specialized environment, highly trained staff and high staff to resident ratios enable us to do more than just medicate them. Our medical team works together to fine tune medications as needed. Reducing the number of medications, particularly psychotropic, is always a goal.



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## **Cognitive Action Therapy Techniques (CATT)**

New Dawn Memory Care fights cognitive decline by encouraging residents to engage in both mental and physical exercise. We call our program Cognitive Action Therapy Techniques (CATT). It is so much more than just a typical activity program. New Dawn's program is exceptional because we have a full-time Activity Professional in each building every day. And with only 16 residents in each building this is the first step to an exceptional program. Research shows that using our minds can help us maintain our mental abilities and may actually improve them, even in individuals with dementia. Individuals with Alzheimer's disease and other forms of memory impairment vary in their abilities. A deficit in one sense can often be compensated by another sense. Engaging as many senses as possible increases the chance of a "connection" between the resident and the activity. New Dawn's CATT program encourages the use of all five senses.

Here's how it works. We learn all we can from family, friends and the resident about the person they have always been—their occupation, hobbies, family life, vacations, favorite music and foods. Then we develop activities and events based on these interests. Here are a few examples of the enriching CATT-based activities from which residents can choose on a daily basis:

- Residents who loved the beach but can no longer visit may watch beautiful scenes of rolling ocean waves while the sounds of seagulls and sunbathers play in the background. Wearing sun hats and holding beach towels can provide cues while they relax their bare feet in a small pool filled with warm sand. Flashes of recognition bring smiles and evoke happy memories as they sip their cold fruit juice umbrella drinks.
- Residents wearing aprons and rolling dough in baking classes with the cook.
- Residents feeding the dogs and taking them for a walk.



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Our It's Never 2 Late computer center offers a variety of options to stimulate the mind including music for all tastes, from Bing Crosby to Elvis Presley, games like Tic Tac Toe and Solitaire, brain exercises like puzzles for all levels and even an airplane flight simulator. Family, friends and grandchildren are all welcome to use the equipment, including the Wii game. Music is one of the best ways to stir memories and stimulate the mind. Our music therapist gets everyone engaged and having fun. It might be a patriotic sing-a-long with residents beating a drum, ringing a handbell or just enjoying someone playing the guitar or piano. Sunshine is important for the body to create vitamin D to boost the immune system and the benefits of exercise are good for all ages. New Dawn Memory Care is completely enclosed with a perimeter fence so residents can enjoy supervised, regular outdoor walks on our continuous walking path. If you would like more information on our CATT Program, talk to one of our Life Care Directors today.



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## Resident Care Pricing

A free consultation with a New Dawn Memory Care licensed nurse will be provided prior the residents move in.

Daily Rates are based on your initial assessment: \$229-\$249 per day

Community Admission Fee: \$2,950 (non-refundable)

One-time Community Furniture Usage Fee: \$500 (non-refundable)

\* Medical supplies are not included in your daily rate. A flat rate will be billed a month in advance based on your level of care.

\*\*All medication will be billed separately by New Dawn Memory Care's contracted pharmacy.