



the purpose of

PURPOSE BUILT

**MEMORY CARE
COMMUNITIES**



Sponsored by Serenades Memory Care
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Memory Care Design With Purpose



If you are caring for someone with memory challenges, you are not alone. More than half a million people in Florida have been diagnosed with Alzheimer's disease or dementia and many of them rely on their children or spouse for care.

Alzheimer's disease and dementia are progressive, meaning those affected gradually become challenged by activities that were once routine. Over time, confusion and memory loss can make the most ordinary tasks seem overwhelming, creating unsafe conditions at home and a frightening dilemma for caregivers.

Additionally, in many instances, all five of the senses—sight, hearing, smell, taste and touch—are compromised by the disease. Over time, the loss of sensory function affects emotional well-being, causing frustration, anxiety and even depression.

Ordinary long-term care settings offer more interventions than many caregivers can provide at home, yet the symptoms and behaviors of dementia are made worse by large, unstructured spaces.

New innovations in memory care can help! Built specifically for those with memory challenges, purpose-built memory care communities offer research-based solutions to caregivers who want to improve quality of life and quality of care for their loved one.



Purpose-built communities such as Serenades Memory Care by Sonata incorporate innovations in technology and care to positively affect the symptoms of Alzheimer's disease and dementia while assuring safety in the lives of those with memory challenges.

Purpose-Built Design Goals

The latest research into Alzheimer's disease reveals how significant the environment is to the well-being of people with memory impairment. This key insight is the driving force behind purpose-built design solutions in memory care communities.



In purpose-built memory care communities, every architectural feature has a purpose. Innovative features are incorporated to support independence while minimizing the feelings of confinement, anxiety and confusion associated with dementia.

All aspects of the environment—from lighting, floor plans and décor to meals, activities and programming—are designed to alleviate the devastating effects of the disease on the sensory nervous system with five primary goals in mind:

- **Minimize Stimuli.** Because people with dementia function better in smaller spaces, a more intimate setting helps to control noise and visual stimulation.
- **Safeguard Well-Being.** Purpose-built design features prioritize safety and security while encouraging residents to remain independent for as long as possible.
- **Promote Familiarity.** Residential furnishings and natural light create a more comfortable and relaxed setting that looks and feels like home.
- **Ease Wayfinding.** Visual cues, distinctive landmarks, intuitive floor plans with clear sight lines and special lighting assist navigation and direct residents to areas that will benefit them both physically and emotionally.
- **Promote Independence.** The purpose-built environment incorporates features that promote independence and dignity.



Serenades Memory Care's design approach embraces the philosophy that the physical plant and environment are integral to the overall operational success and quality of care delivered in memory care assisted living communities.

Purpose Built For Comfort

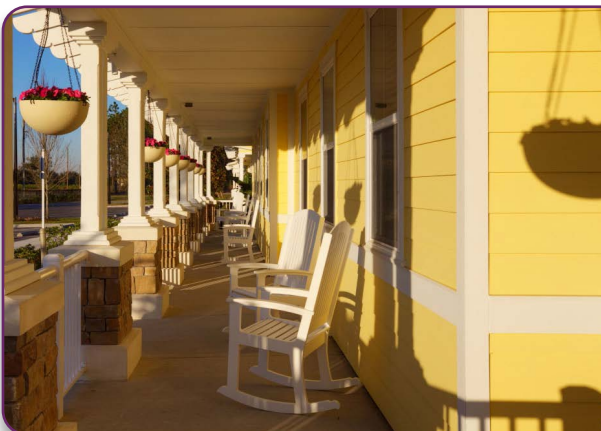
Due to changes in the brain, dementia can cause agitation and anxiety. Purpose-built memory care communities incorporate principles of residential design to look and feel more like the family home and help residents feel more at ease.



Purpose-built design principles use space planning to evoke a sense of security, comfort and intimacy. Reliance on conventional multi-purpose rooms are abandoned in favor of small group spaces that mimic a traditional family household. Institutional-style dining rooms are replaced by open, welcoming kitchens that encourage family meal prep and stimulate appetite.

Serenades Memory Care features intimate neighborhoods to minimize stimulation in residents who are easily overwhelmed. Communities are decorated in a domestic, comforting manner and warm colors to create a calming effect. Explore these purpose-built design features at Serenades:

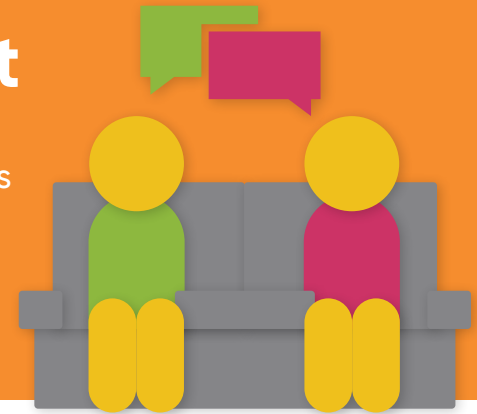
- **Space Allocation** permits better sound control to aid residents agitated by crowds and noise.
- **Domestic Kitchens & Dining Rooms** reduce stimulation compared to large dining room settings, which have been linked to weight loss.
- **Materials & Furnishings** simulate a residential single-family home to evoke a sense of familiarity.
- **Front porches & patios** promote relaxation.
- **Skylight Lounge** reduces irritability associated with sundowning by increasing natural light.
- **Residential Decor** and a soft color palette create a calming effect on residents.
- **Personal Possessions** from home promote a sense of familiarity and belonging.
- **Warm & Inviting Common Areas** encourage visits from family and friends.



When designing for people with Alzheimer's and dementia, lighting is an important consideration. As soon as the sun goes down, people with dementia tend to get agitated, a behavior known as "sundowning." Generous use of natural light helps reduce irritability and agitation associated with this time of day.

Purpose Built For Engagement

Architectural features of purpose-built memory care communities reduce confusion, agitation and anxiety caused by dementia. They also promote meaningful engagement to boost self-esteem and confidence.



Using purpose-built design concepts, Serenades Memory Care communities feature open floor plans to keep line of sight open, motivating residents to engage with others more frequently and invoking a higher level of interaction between dementia caregivers and residents.

Numerous studies cite the benefits of social interaction, which is proven to give people with dementia a sense of purpose, improving their mood, self-esteem, and overall health and well-being.

Purpose-built features designed to increase engagement include:

- **Small Neighborhood Design** or “cluster households” invoke more interaction between caregivers and residents and help them form deeper, meaningful relationships.
- **Family-Style Living Rooms** feel familiar and produce longer family visits and gatherings.
- **Dedicated Play Areas** encourage longer visits with grandchildren.
- **Individual & Small Group Activities** empower residents to use their retained abilities.
- **Resource Library** educates caregivers and supports family partnerships in the delivery of care to memory care residents.
- **Wide Corridors** with shorter walking distance enable easier access to common areas which create more social opportunities for residents.



At Serenades Memory Care, small, intimate neighborhoods give caregivers greater access to the personal preferences of residents in food, activities and more. A concept known as person-directed care, a smaller ratio of residents to staff creates a community that affirms the dignity and value of each individual.

Purpose Built For Freedom

In purpose-built memory care, innovative design permits unrestricted, yet secure access to both indoor and outdoor areas to help people with dementia maintain independence and self-governance.



Even as dementia causes confusion and disorientation, there remains an innate human need to maintain autonomy. Around 60% of people with dementia will experience the urge to wander or roam, according to the Alzheimer's Association. Purpose-built memory care communities like Serenades support freedom of choice in daily living while incorporating motion sensors, cameras and GPS devices to safeguard personal security.

Complying with the brain's desire to move eases feelings of frustration, anger and depression. Memory care communities provide a safe setting to move about freely, reducing agitation and feelings of being "cooped up." Because wandering uses the body's energy resources, it also stimulates appetite to ward off unwanted weight loss caused by dementia.

Purpose-built features designed to support freedom of choice include:

- **Double Barrier Monitored Exits** and entrances support the need to maintain independence while assuring safety.
- **Simple Yet Open Floor Plans** provide unobstructed staff visibility and supervision.
- **Accessible Yet Secure Outdoor Courtyard** engages all the senses and promotes communion with nature.
- **Smart Wearable Devices** permit keyless entry to apartments when privacy is desired.*

**available at select Serenades communities*



Access to an outdoor courtyard with shaded seating provides a safe place to commune with nature while engaging the senses. Butterfly gardens, raised flower and herb gardens, water fountains and shaded trellises evoke feelings of tranquility, alleviating anxiety and agitation associated with dementia.

Purpose Built For Wayfinding

Multi-layer wayfinding cues help memory care residents orient to their surroundings and recognize important destinations such as the bathroom. Traffic flow between rooms is carefully planned to minimize choices while reducing confusion and disorientation.



Distinctive landmarks are used to not only assist residents in finding their way, but direct them to areas beneficial to their well-being. For example, as dementia progresses, some people lose the desire to eat, so visual cues guide residents to the kitchen.

Wider, shorter corridors with intermittent seating provide a cleaner line of sight between destinations and rooms. This redirects residents who may not recall what they are searching to join an activity if and when they see it.

In purpose-built design, floor plans are thoughtfully planned to direct residents to areas that are beneficial to their well-being while reducing “wanderer anxiety” and feelings of confinement.

- **Glare-Free Lighting** creates a homelike aura and aid visual impairment.
- **Floor Plans** minimize walking distances and maximize visual connections to areas and activities that engage residents.
- **Colorful Dishware** create contrast on plates and guide residents to locate food.
- **Amber Lighting** in apartments illuminate a safe path from the bed to the bathroom at night.
- **Personalized Entrances** serve as a visual aid and unique landmark for increased autonomy.
- **Virtual Skylights** increase access to natural light while full spectrum lighting regulates light variations.



Open floor plans at Serenades Memory Care help people with Alzheimer’s disease and dementia use their retained abilities by maximizing ease in finding their way, supporting familiarity and feelings of freedom and control, while reducing opportunities for failure and feelings of confinement.

Purpose Built For Safety

Safety and security are fundamental to the purpose-built design philosophy. The goal is to integrate unobtrusive safety features while permitting greater freedom of movement and independence—all the while maintaining the privacy and dignity of residents.



In purpose-built memory care design, advanced security systems and strategically placed cameras and motion sensors are built into entrances and exits. Dementia-friendly building materials are used throughout, including low-pile carpet, anti-skid flooring and low-glare lighting. And emergency pendants with built-in GPS capabilities alert staff to residents' location at all times.

Enhanced sanitation technology produces cleaner air and surfaces. Resident room "staff check" buttons assure regular check-in intervals. And all staff working areas are located within easy access to enable a higher level of supervision and interaction with residents without seeming overly intrusive.

A few of the safety features at Serenades Memory Care Assisted Living include:

- **Emergency Call System** integrated with phones, fire, motion sensors, door and window contacts.
- **Building Materials** reduce fall risk, including zero-entry showers with adjustable seats and anti-skid flooring.
- **Motion Sensors** including secured window openings, roam alert and incontinence sensors.*
- **Closed Circuit Cameras** monitors common areas and entry ways for additional security.
- **Window Alerts** notifies staff if resident opens a window.*
- **Bed Exit Alert** automatically makes staff aware that a resident needs assistance getting out of bed.*
- **Wander Alert** notifies staff if a resident attempts to leave the building.
- **Regulated Water Temperatures**, anti-scald fixtures and appliances, and nontoxic plants.
- **Electrostatic Disinfection Spray Technology** provides more coverage of surfaces.
- **Touchless Activation** of doorways eliminates the need to touch commonly used objects, enhancing sanitation.*
- **Wearable Smart Devices** permit independent and unrestricted access to apartments and outdoor venues.*
- **Staff Rounds Check** electronically verifies that staff performed resident check-ins.

** available at select Serenades Memory Care communities*

Purpose Built For Women

The science behind biological gender differences offers profound implications for the future of purpose-built memory care design and is the driving force behind an innovation called Serenades For Her, memory care exclusively for women.



All-female neighborhoods at Serenades create a safe environment for women to rediscover a sense of sisterhood, enduring friendships and mutual support. Activities are tailored to female preferences, including art, music, culture, food, games and group exercise. Dining and family room environments are also exclusively women-only to emphasize community and socialization.

Not only do women have longer lifespans than men, but they also experience Alzheimer's disease and dementia differently and with greater frequency. Serenades For Her simplifies life for all, providing a greater degree of gender-specific privacy while giving family members increased peace of mind.

- **All Female Neighborhood** evokes a sense of sisterhood, friendship, and mutual support.
- **Feminine Decor** to soften architectural features and promote comfort and tranquility.
- **Amenities** catering to women, including a luxury spa and beauty services.
- **Group Activities** tailored to female preferences, including art and music.
- **Socialization Opportunities** create a sense of sisterhood, friendships and mutual support.
- **Gender-Specific Privacy** for increased peace of mind for all.



The all new and exclusively female Serenades For Her is available at Serenades Memory Care communities in Central Florida. Schedule a visit to learn more about this exciting innovation.



Serenades

Memory Care Assisted Living

by Sonata

Innovative Design For Dementia

A leading provider of purpose-built memory care communities throughout Florida, Serenades Memory Care incorporates visual cues that give residents the confidence to safely navigate their home. Secure access to both indoor and outdoor areas to promote independence and freedom of choice. Open floor plans to encourage social interaction. And music and memory programming to enhance mood and cognition.

Schedule a visit to learn more.

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