

Designs and Programs for Memory Care

Creating Meaningful Programing and Experiences



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Discussion Overview & Learning objectives:

1. Introduction to Silverado
2. Recent Memory Care Development Data
3. An introduction to prosthetic and therapeutic design and Silverado's design Philosophy
4. New and innovative amenities and programing for residents that have memory care needs
5. Property renovation estimation, cost effective renovations and space repositioning and potential renovation pitfalls to look out for
6. Sensory programing for residents with acute memory care



SILVERADO – VISION

- Give LIFE to residents, clients and patients
- Their families
- Our associates
- Leave the world a better place



SILVERADO – PURPOSE DRIVEN

- Silverado's purpose is to change the world
- How people with chronic disease and at end-of-life are cared for
- How associates are treated
- Serve a higher purpose
- Get/Give
- LOVE > fear



INCEPTION OF SILVERADO MODEL

- What would we want for our parents? What about cost?
- What is required to dramatically improve the quality of life—resident, family and the staff?
- Staffing
- Living environment—pets, plants, outdoors
- Intergenerational programming
- Freedom to live
- Sense of control
- World class



2014 LOCATIONS

- 30 Memory Care Communities, plus 3 in development:
2 AZ, 11 CA, 1 CO, 4 IL, 10 TX, 1 UT, 2 WA and 2 WI
- 8 Licensed Hospice Offices, plus 2 in development:
5 CA, 4 TX and 1 UT
- 6 Silverado At Home Offices:
4 CA and 2 TX

That's 44 total separate service locations across 8 states, plus 5 in development, and 3,500 associates.



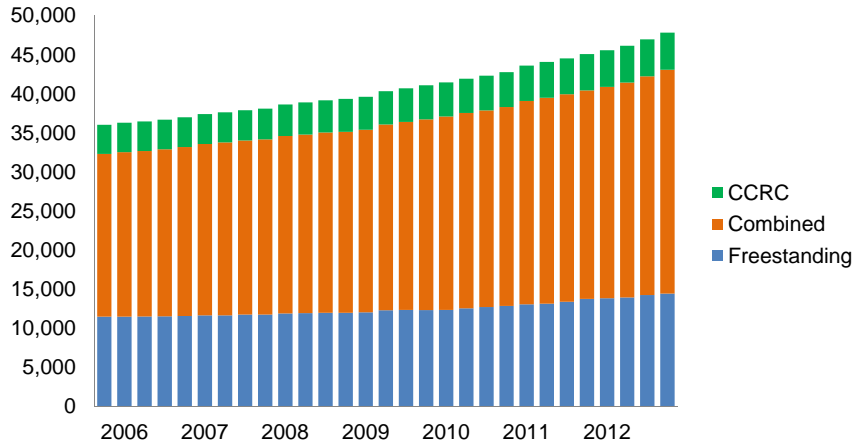
SILVERADO'S LOCATIONS



ROSE'S WINNING PITCH



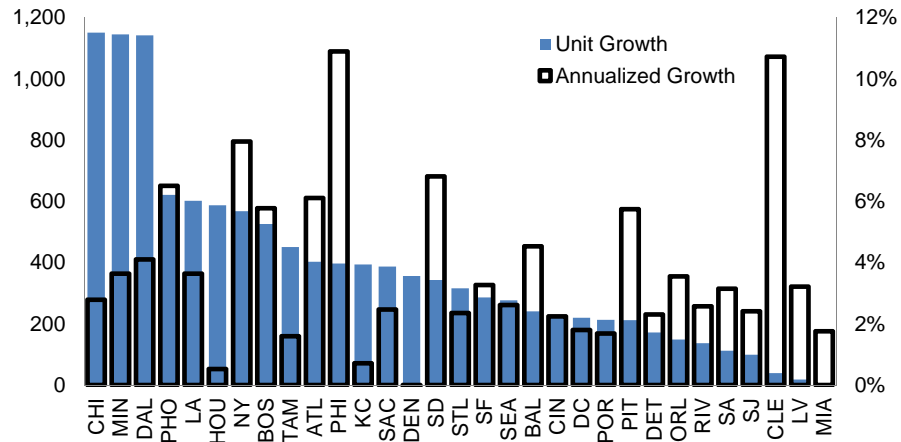
**Memory Care Inventory (in Units) by Campus Type; MAP31
4Q05 – 4Q12**



Source: NIC MAP® Data & Analysis Service



**Memory Care Inventory Growth; MAP31
4Q05 – 4Q12**



Source: NIC MAP® Data & Analysis Service



Memory Care Environment

- Fortifies autonomy and well being
- Residential environment - familiar and homelike
- Promotes safety and reduces fear
- Limit range of options to create an environment that the resident can manage
- Constantly stimulate the patient's senses at the appropriate levels
- Promotes feelings of security, mastery and belonging to lessen resident's frustrations



Design Process – Applied Research

- New construction vs. renovation
- Critical analysis of the environment and identify opportunities
- Apply research to process - Direct cognition so that the environmental modification contributes to each resident's personal success
- Apply research to process - Donald Norman "natural mapping" – "the environment should contain knowledge necessary for its correct use, rather than relying on the knowledge held in the head of the user"
- Provide walking paths and access to outdoor areas
- Maintain the quality of life through design



Silverado Design Philosophy

All Silverado communities provide a secure environment specializing in caring for those with all types of memory impairment. The environment we create is planned thoughtfully to benefit memory-impaired residents by incorporating two fundamental design strategies.

❖ **Our “Prosthetic” environmental design compensates for deteriorating or missing cognitive skills.**

❖ **Our Therapeutic environmental design attributes exercise, maintain and strengthen remaining skills.**

Therapeutic Environment

- Exercise and strengthen remaining skills
- Support functional ability through meaningful design imagery
- Activities can change negative emotions and quickly promote feelings of purpose and achievement
- Maximize awareness, orientation, autonomy and perceived control
- Provide opportunities for positive stimulation & change
- Create opportunities for socialization and spontaneity
- Ensures privacy and dignity



Design Example

Silverado Senior Living, Beach Cities | Redondo Beach, CA | Memory Care Conversion



Creative Outdoor Space

Wonderful outdoor areas, featuring a courtyard with a gazebo, putting green, fountain, raised planters, encourage residents to spend time outside and maintain mobility, strength and balance. This also fosters a sense of independence that is helpful in maintaining functional levels.



Memory Boxes are a Prosthetic Wayfinding Device

- Contain significant memorabilia of a persons life, such as photographs or nostalgic artifacts
- Items remain recognizable late into the stages of Alzheimer's disease because they are overlearned
- Therapeutic component to the resident & will function in long term memory cuing
- Personalization & reinforcement of the person
- Visual and intellectual interest, a rich source of information and positive stimulation
- Important to create familiarity within the home environment and reinforce perceived control over the environment



CHICAGO, ILLINOIS: NAPERVILLE



Orientation and Wayfinding

- Design for a logical circulation system that removes obstacles or anything competing with awareness and perception of the environment
- Provide a circular or looping circulation system
- Visible and obvious access
- Security and controlled access to undesirable spaces or exits
- Eliminate long, lengthy corridors and “dead ends”
- Break up long corridors with rest areas
- Simplify wayfinding system to: paths, edges, districts, nodes and landmarks



Silverado New Community Prototype

Design Example

Vintage Senior Living | Placentia, CA | New Construction – Memory Care



Silverado Design and Programmatic Suggestions

- ❖ An expansive, secure outside areas are an important part of our communities. They include lots of garden plants, a shady gazebo and walking paths. Perfect place to walk our dogs.
- ❖ Multiple Points of Egress from the building with only one locked entrance. Expand the sense of freedom and space.
- ❖ 8 ft hallways ideal for our Memory Boxes and cabinetry with ledge moldings (inverted crown molding) rather than hallway railing.
- ❖ Multiple common areas: bistros, porch like rooms, tearoom, club room, men's workshop, private dining room and hair salon and spa. New ideas include a General Store, Sensory Room and Sports Bar.
- ❖ We have a philosophy of having several sizes of common areas (small to large) to provide cozy family meeting areas, and larger recreation / activity rooms.
- ❖ Adaptable Access Bathrooms - Shower Units with Safety Fixtures / Grab Bars for enhanced access that meets Residents' changing access needs.



MILWAUKEE, WISCONSIN: BROOKFIELD



Silverado General Store 1.0



Silverado General Store 2.0

General store that is set up like an old fashioned candy shop where residents can get greeting cards, magazines, snacks, toiletries and other items. Even the simple act of browsing or selecting a gift can do wonders for helping residents feel vital and fulfilled.



ARVADA, COLORADO



Silverado Casino



AUSTIN, TEXAS: ONION CREEK



AUSTIN, TEXAS: ONION CREEK



Other Silverado Programmatic Suggestions

- Age appropriate activity programs (we call them engagements or clubs) build self-esteem, maintain dignity, and offer opportunities for growth and creativity. Club programs are designed with residents' abilities, interests and histories in mind. The goal of all programs is to have fun, prevent boredom, boost confidence, develop friendships and provide opportunities for new experiences.
- Stimulating outings to local destinations of interest: community events, concerts in the park, the community farmers market and more!
- Pets are not only welcome, but encouraged! Residents may be able to move in with their beloved companion, provided the pet fits in with the environment. Community animals provide affection and companionship as well as giving residents the opportunity to maintain dignity, sense of purpose and self-esteem by helping provide care to animals (if they wish).



Meaningful Experiences



 lives enriched

THE WALL STREET JOURNAL.

April 16, 2009

Memories Slip, but Golf Is Forever



 SILVERADO
lives enriched

	Pros	Cons
Cottage	Small Scale/Human Scale	Less efficient hourly staffing
	Reduced Environmental Stress	Less legal/accounting/tax scale
	Smaller Group Sizes	Less buying power/vendor leverage
	Associated w/ Higher Competency	Fewer managers on duty
	Home like feel	Nursing scale is a challenge
Community / Mansion	Opportunity to create neighborhoods	Larger group sizes
	More efficient to operate – less expense	Large groups must be managed
	Efficient space planning & design	Opportunity for environmental stress
	Buying power/vendor leverage	Can create institutional perception

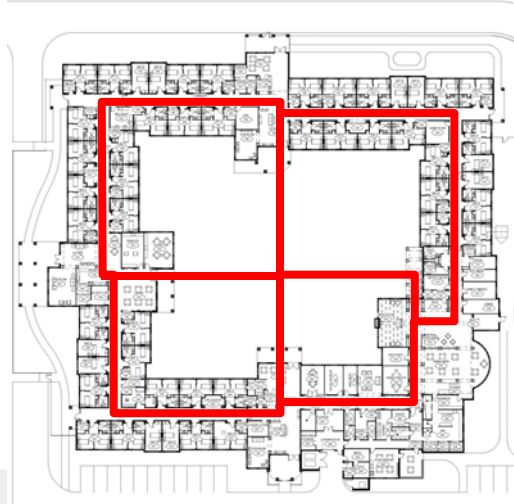
Design Example - Household SNF

ABHOW, Terraces at San Joaquin Gardens Fresno, CA | New Construction
The Cottage Concept Applied to Healthcare



Design Example

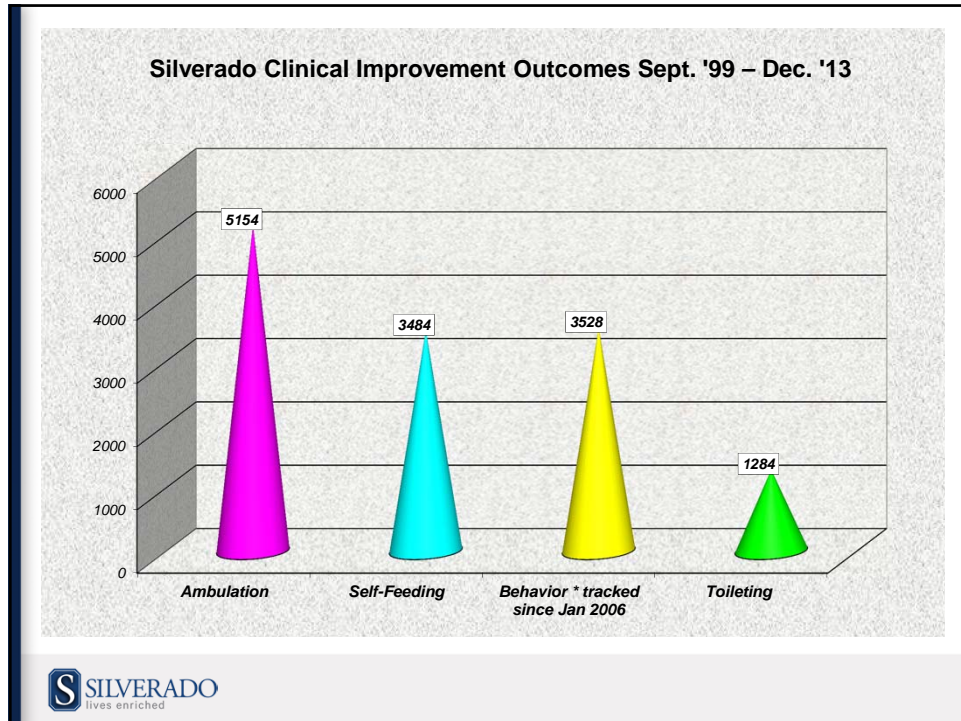
Silverado Senior Living, Austin | New Construction – Memory Care



Silverado Clinical Outcomes

- Silverado has been collecting clinical outcome data in the following areas since taking the first resident June 1997.
 - Psychotropic medications
 - Ambulation
 - Feeding
 - Weight gain/loss
 - Falls





The Story of Edith



Six Months Later at Del Mar



Opportunities to Age in Place and Stay Engaged with Silverado Development

