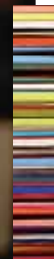




redefining
Memory Care





our vision



Prema Memory SupportSM

Dining for the Soul

Engaging Programming

Extraordinary Outings

Gourmet Bites Cuisine

Pantry Program

Naya Caregivers

Nurturing Environment

Specialized Training in Methods
Recognized by the Alzheimer's
Association

Watermark University

A nurturing environment where everyone feels like family.

Developed with more than 30 years of experience, Watermark's groundbreaking Prema Memory SupportSM program delivers outstanding care and innovative programming in an encouraging, residential environment.

Here, we honor the unique life experiences of each resident and incorporate every individual's personal background, preferences, and needs into daily life. We challenge traditional assumptions about what's possible and we always focus on what residents can do, never what they cannot.

Whether you or someone you love is experiencing mild cognitive impairment, Alzheimer's disease, or another form of dementia, we're here for you 24/7.

Two neighborhoods for a perfect fit.

Rather than a black and white circumstance, memory loss is a gradual process with many shades of gray. That's why we provide two levels of Memory Care — Our Place and Pathways. Our residents get the type and amount of attention they need every day, even as their needs change.



memory care





Our Place

This exciting alternative is ideal for seniors who are just beginning to experience memory loss concerns. Our Place is a small, friendly residential neighborhood offering greater independence and access to all areas of East Village Place. Transparent pricing ensures that you pay only for the level of care needed based on a customized plan.



Pathways

This safe, secure environment offers a higher level of Memory Care services. Choice and customized care are the order of the day in Pathways. We have a long track record of delivering on our promises and a solid management team that has worked together for many years. You can count on us because we can count on each other. Beyond our experience, we have specialized training to back up our award-winning service. You can breathe easy with your loved one in good hands.



dining for the soul





Indulge in favorite foods with great friends.

Shared meals are a time to nourish body and spirit. Residents connect over wholesome cuisine, engage with one another, and share their experiences. Robust menus include classic dishes and new delights, as well as treasured recipes from residents and their loved ones.

Gourmet Bites Cuisine enhances independence and restores the joys of dining for people with cognitive or physical challenges. Our expert culinary team transforms freshly prepared and high-quality menu items into delicious, bite-size portions to make meals more enjoyable and accessible.

Pantry Program provides residents with personal space to store favorite foods or personal mementos. Items that provide them with comfort and joy are always close at hand.



A vibrant setting for connection and growth.

Expressive Arts

We use music, art, and movement to tap into all forms of creativity for a form of communication beyond words.

Physical Wellness

From traditional fitness classes to innovative offerings such as *Chair Yoga*, *Zumba Drumming*, *Tai Chi*, and *Music and Movement*, physical fitness programs are tailored to each person's abilities, preferences, and needs.



**engaging
programming**



Life Histories

By using past occupations, hobbies, and personal talents, we create opportunities for meaningful connections, along with a feeling of accomplishment, purpose, and joy.

Watermark University

Residents, associates, family members, and local experts share their interests and knowledge in classes that help residents to learn, grow, and connect with each other in meaningful ways. We feature dozens of classes such as *Plant Connections*, *Craft Creations*, *Memory Magic*, *Hollywood's Golden Years*, *Memories in the Making Art Class*, *Sweet Memories Chorus*, and more.

EngageVR® Adventures

Using virtual reality technology, residents immerse themselves in exciting experiences. They might take themselves to the Apollo 11 moon landing, explore the Titanic, or embark on an African safari.



meet the nayas



A caregiver with long dark hair, wearing a white short-sleeved shirt and dark pants, is sitting and holding a clipboard. She is looking down at the clipboard, which has a pen resting on it. An elderly woman with short white hair, wearing a patterned green and black top, is sitting next to her, looking at the clipboard. They are in a room with a wooden chair and a lamp in the background.

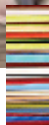
Empathy and expert care inspire confidence and deeper connections.

A caregiver with long dark hair and glasses, wearing a light blue shirt, is smiling. Next to her is an elderly woman with short white hair, wearing a blue top and a long blue and white beaded necklace. They are both smiling at the camera. The background is slightly blurred, showing other people in a room.

East Village Place expands on what's possible with its Prema Memory SupportSM program. Guided by the latest cognitive health science, this approach integrates residents into the rhythms of daily living with the help of dedicated **Naya caregivers**, who are trained in accordance with guidelines set by the Alzheimer's Association. These compassionate professionals **communicate through validation**, focusing on what people can do — not what they can't.



extraordinary outings





Enriching experiences make a difference.

Group trips shatter the expectations of what's possible for residents in a Memory Care community. Our residents, associates, families, and volunteers work together to plan safe, adapted outings to ensure everyone enjoys a meaningful experience.

Notable outings include fishing trips, equine therapy, an overnight beach trip to Rockport, MA, and an excursion to Rockefeller Center and Radio City Music Hall for the Christmas Spectacular.



Innovative programs and a holistic approach to wellness create a more fulfilling lifestyle.

Our residents enjoy wide-ranging opportunities to engage, explore, and rejuvenate in our vibrant community. People revisit lifelong passions or discover new hobbies that spark curiosity and joy. It's a supportive environment with the perfect blend of encouragement and opportunities.

It's not just about where you live – it's about enjoying the things that make life worth living.



**discover a world
of well-being**

**FIND YOUR
RHYTHM** *at
sounds of music
therapy*

**GET
CREATIVE**
*in Craft
Creations*

JOIN *a
fun group
excursion*

**DISCOVER YOUR
INNER ARTIST**
*in You're An Artist
class*

**SAMPLE
DELIGHTS** *at
a cooking
demonstration*

**TRY
SOMEPLACE
NEW** *at Monthly
Lunches Out*

DISCOVER
*the joy of equine
therapy*

**LAUGH WITH
FRIENDS**
*at wine and
cheese socials*

**FIND THE
FINAL PIECE**
of a puzzle

**GET THE
SYNAPSES
FIRING**
*with Brain
Fitness Fun*

**EXPLORE
THE GRAND
CANYON**
*through virtual
reality*

MEET FRIENDS
*for a class in
the Fitness &
Wellness Center*

CUDDLE
*with canine
companions*

**INDULGE YOUR
SENSES**
with a manicure

**APPRECIATE
TODAY** *with daily
reflection*



Assisted Living & Two Levels of Memory Care

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eastvillageplace.com

2510-EVP-1339B A set of three small icons: a wheelchair, a house, and a paw print.