



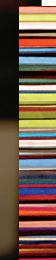
## Assisted Living & Two Levels of Memory Care

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**redefining**  
Memory Care





our vision

## Prema Memory Support<sup>SM</sup>

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 Support<sup>SM</sup> 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.



### 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.



### 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



Empathy and expert  
care inspire confidence  
and deeper connections.

East Village Place expands on what's possible with its Prema Memory Support<sup>SM</sup> 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.*



**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*

**discover a world of well-being**