



**CROWN COVE**  
A WATERMARK RETIREMENT COMMUNITY<sup>SM</sup>

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**ASSISTED LIVING**  
**MEMORY CARE**



Redefining Memory Care



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23-CMC-6418A RCFE LICENSE #306005642





#### THRIVE MEMORY CARE:

*Nurturing Environment*

*Dining for the Soul*

*Gourmet Bites Cuisine*

*Engaging Programming*

*Specialized Training and  
Certification (National  
Council of Certified  
Dementia Practitioners)*

*Extraordinary Outings*

*Naya Caregivers*

*EngageVR (virtual reality)*

*Thriving Through Music*

*Pantry Program*

*Watermark University*

## OUR VISION

*Cultivating Connection and Well-Being*

Watermark's Thrive Memory Care program is based on **more than 30 years of experience** delivering outstanding care in an intimate and supportive environment and creating a one-of-a-kind, dynamic lifestyle through our innovative programming.

Every resident brings a unique life experience to our community, and we incorporate their **personal background, preferences, and needs** into everything we do. We challenge traditional assumptions about what is 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 are here for you 24/7.





## NURTURING ENVIRONMENT

*Days Filled with the Things You Look Forward to and Enjoy*

We create Memory Care neighborhoods that are comfortable and familiar. Our residents are surrounded by wonderful aromas from delicious meals, music, laughter, family members, fresh flowers, natural light, children, pets, the changing of the seasons, and reminders of things to look forward to today, tomorrow, and beyond.

We fill the days with favorite pastimes and make sure to create **plenty of meaningful moments**, from cooking meals together, creating a scrapbook, filling the bird feeders on the patio, planting flowers in the garden, listening to music that is the soundtrack of the resident's life, and more.





## DINING FOR THE SOUL

### *Favorite Foods with Good Friends*

Beyond nutritious and delicious, meals are a time to gather, connect, and enjoy life's simple pleasures. Personal favorites and interesting new delights are always on the menu, and we encourage residents and their loved ones to share treasured recipes.

**Gourmet Bites Cuisine** enhances independence and restores the joys of dining for individuals with cognitive or physical challenges. Expert chefs transform freshly prepared and high-quality menu items into delicious, easily handled bite-size portions to make meals more enjoyable.

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



# ENGAGING PROGRAMMING

*Connect and Grow in Meaningful Ways*

## Expressive Arts

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

## Physical Wellness

From traditional fitness classes to innovative offerings such as *Chair Aerobics*, *Strength Foundations Fitness*, and *Tai Chi*, our physical fitness programs are tailored to each individual's abilities, preferences, and needs.



## Life Histories

By using past occupations, preferred hobbies, and treasured talents, we create opportunities for meaningful connections, along with feelings of true accomplishment, purpose, and joy.

## Watermark University

Residents, associates, family members, and local experts share their interests to ensure we always have opportunities to learn, grow, and connect with each other in meaningful ways. We feature dozens of classes, with something for everyone. Whether you paint your next masterpiece with watercolors, find balance in a group yoga class, learn a new language, dance the day away in ballroom dancing, sink your fingers into clay in a sculpture workshop or discover the art of flower arranging, the choices are yours.

## EngageVR (virtual reality)

EngageVR offers residents the opportunity to immerse themselves in exciting adventures, such as experiencing the Apollo 11 moon landing, exploring the Titanic or embarking on an African safari.





## MEET THE NAYAS

*Guidance, Care, and Connections*

Specially trained and certified universal caregivers known as *Nayas* **communicate through validation** to show understanding and support. From this thoughtful foundation, we cultivate a sense of well-being and connection.

We partner with the **National Council of Certified Dementia Practitioners** to train our Nayas how to incorporate residents into the rhythms of daily living. Together, residents and Nayas engage in each moment as the days unfold, focusing on whatever evokes a sense of joy and purpose.





## EXTRAORDINARY OUTINGS

*Experiences That Make a Difference*

Our group trips shatter the expectations of what's possible for residents of a senior living community.

Our residents, associates, families, and volunteers work together to plan **safe, adapted outings** to ensure our residents thrive and enjoy meaningful experiences.

Recent outings include a skydiving adventure, day trips to a local winery, a night out at the ballet, overnight camping trips, hot air balloon rides, museum tours, and picnics in the park.



# DISCOVER A WORLD OF WELL-BEING

*Curated Programming Inspires  
Longevity and Vitality*

Enjoy wide-ranging enrichment opportunities to connect, explore, and rejuvenate in our vibrant community of friends.



Let your creativity flow in a drawing class

Move to the invigorating beats at *Drum Cardio Fitness*

Experiment with treasured recipes

Enjoy a fun game of bingo

Relish the camaraderie of a parlor sing-along

Improve your strength and flexibility at a yoga class

Feel refreshed and rejuvenated at our spa and salon

Snap in the final piece of a puzzle

Laugh with friends at wine and cheese socials

Savor the relaxation and fluid movements at *Tai Chi*

Take in an afternoon movie

Enjoy a rousing game of bocce ball

Explore the Grand Canyon in virtual reality

Indulge your senses with a manicure

Appreciate today with daily reflections