



quality OF *life*

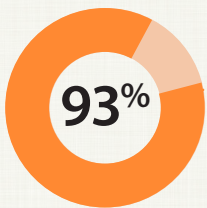
IN MEMORY CARE

For people living with dementia, California's Memory Care communities can provide a home-like environment that promotes dignity and respect with highly trained staff members knowledgeable about the condition. These communities are not only meeting day-to-day needs but significantly contributing to quality of life for seniors. According to a new survey, an overwhelming majority of family members would recommend their loved ones' Memory Care community to a friend.

The survey, commissioned by CALA and conducted by ProMatura¹, specifically points to the monumental impact this popular care model is having on the well-being of Californians living with dementia.

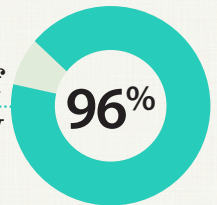
SENSE OF CONTROL

For families of residents who face a loss of control due to issues associated with dementia, believing in the abilities of the person helping our loved one helps us feel secure in the choice we've made for their care. These measurements reflect the fact that residents are receiving competent care from qualified staff, which in turn contributes to their overall sense of well-being.



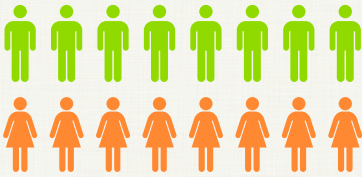
93% of family members indicated that their loved one **receives the help they need** within their community.

96% of family members indicated that staff members at their loved one's community are **skilled at doing their jobs.**



SENSE OF BELONGING

Quality of life is contingent on relationships and on feeling a sense of acceptance. A sense of security is also critical. These survey results show that residents are recognized and validated within their Memory Care communities—that they live in an environment where they belong, are cared for, and are acknowledged.



97% of family members believe their loved one is **safe and secure** in their community.

99% OF FAMILY MEMBERS SAY STAFF MEMBERS IN THEIR LOVED ONE'S COMMUNITY ARE FRIENDLY.

90% OF FAMILY MEMBERS ARE COMFORTABLE WITH THE PEOPLE IN THEIR LOVED ONE'S COMMUNITY.

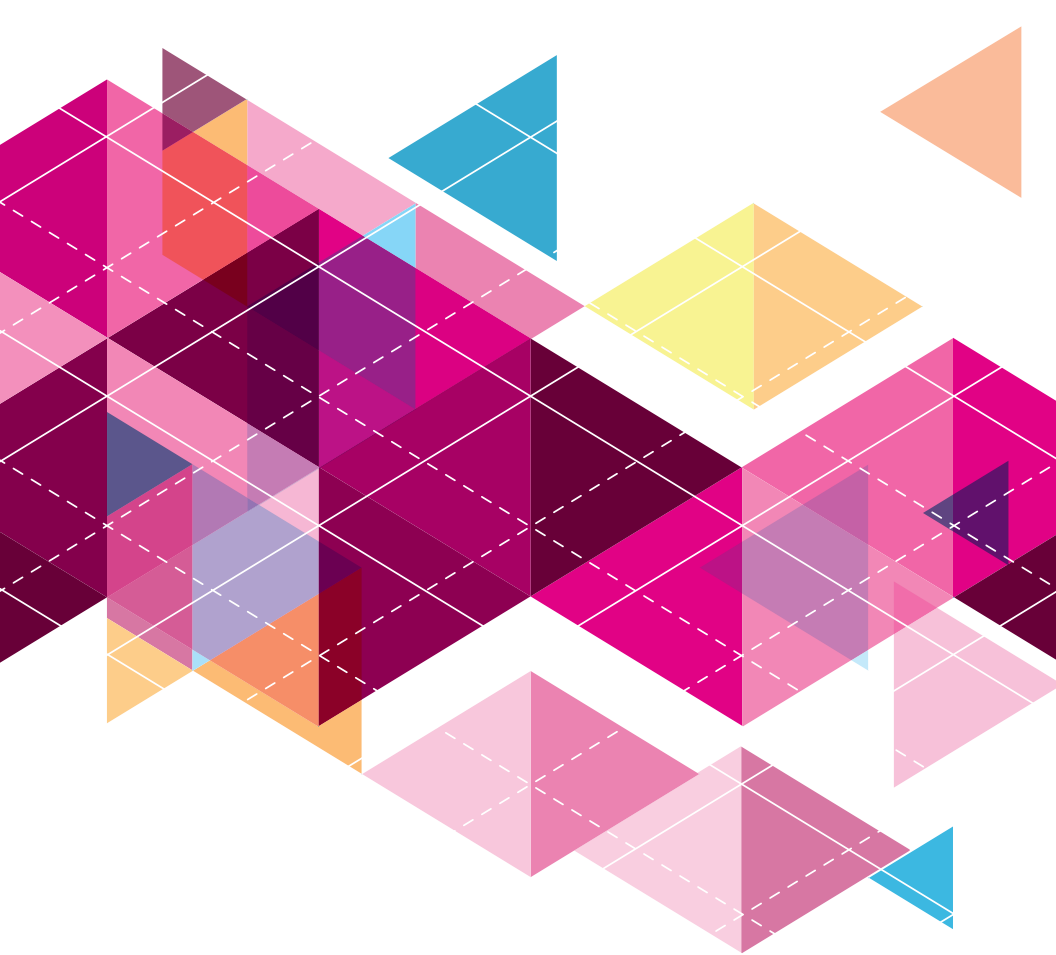
DESIRABILITY OF MEMORY CARE

The high percentage of potential referrals indicates that family members believe their loved one's Memory Care community has a positive impact on quality of life.

94% of family members would recommend their loved one's Memory Care community to a friend.

94% of family members believe that their loved one is in the right place for them.

90% of family members indicated they are satisfied with the quality of life their loved one had in Memory Care.



SUMMARY

This study reveals that, by promoting a sense of belonging and control, California Memory Care communities are having a positive “whole person” impact on the lives of residents. These factors allow seniors to move beyond challenges that come with dementia and pursue life-enriching endeavors that significantly add to their sense of self.



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