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BUSINESS PROFILE ► ACTIVCARE AT BRESSI RANCH

New memory-care community now open in Carlsbad

ActivCare at Bressi Ranch serves individuals with Alzheimer's and related dementia

Stories and photos courtesy of ActivCare Living

Secure courtyards safe for exploring, themed rooms and corridors to help residents find their way, and a specialized activity program are some of the life-enhancing components found at the ActivCare at Bressi Ranch, a residential memory-loss care community that opened in November.

"This is the next generation of memory-care communities," said W. Major Chance, founder and chief executive officer ActivCare Living. "Every part of this building is purposefully built for individuals experiencing memory loss. ActivCare at Bressi Ranch will do more than just meet the needs of those with memory loss; it will also offer a new life to affected individuals, giving them purpose and en-

ActivCare is a proven, trademarked program established in 1988 to enhance the lives of those with memory loss.

Chance. "The opening of ActivCare at Bressi Ranch is not only providing our region with new job opportunities, but our experienced staff, compassionate



Up to 80 individuals can be accommodated at ActivCare, which features distinctive architecture, attractive landscaping and well-appointed interiors.

hancing self-esteem, and providing peace of mind for their families."

Chance adds that ActivCare at Bressi Ranch offers accommodations for up to 80 individuals.

From mild cognitive impairment (MCI) to late stages of memory loss resulting from Alzheimer's disease or related dementia, ActivCare at Bressi Ranch's specialized living community serves the changing needs of those afflicted by offering a continuum of living options. The community also provides a host of services, including a thorough initial wellness assessment performed by ActivCare's geriatric nurse practitioner, live-in options for spouses who wish to stay with a loved one with MCI, and a licensed nurse on site 24 hours a day.

According to Chance, as the baby boomer generation reaches 75 years and older, there will be a tremendous increase in the number of individuals who experience the different stages of memory loss. Research also suggests nearly one of every two people over the age of 85 have memory loss, and 1 in 8 over the age of 65, showing a significant demand for this kind of facility.

"There is such an exceptional need for memory care and we are excited to bring ActivCare to the Bressi Ranch community and to San Diegans," said

care, and expertise in the field of memory loss care also offers new hope for the families and individuals affected by memory loss."

A pioneer in memory care, ActivCare is a proven, trademarked program established in 1988 to enhance the lives of those with memory loss. The 24-hour program provides personalized care for residents in a safe, secure and home-like environment. Structured activities are designed to maintain the highest possible functioning level for each resident.

To date, ActivCare has served more than 4,000 individuals with memory loss at various senior communities.

In addition to ActivCare at Bressi Ranch, ActivCare communities include Brittany House in Long Beach, which serves more than 100 residents with memory loss, and a soon-to-be-built community in east Chula Vista. ActivCare also provides family members with a number of resources, educational forums and support groups to help them better understand and help loved ones.

For more information about ActivCare at Bressi Ranch, call 760-603-9999 or go to www.activcareliving.com.

Visit the community at 6255 Nygaard Street in Carlsbad. To arrange a tour, please call or stop by the lobby.



Gardening is one of the many activities residents may participate in at ActivCare at Bressi Ranch in Carlsbad.



A resident interacts with a friendly canine visitor at ActivCare at Bressi Ranch in Carlsbad.