

NEWS RELEASE



Touchmark at Coffee Creek

FOR IMMEDIATE RELEASE

February 28, 2007

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People making reservations now
TOUCHMARK'S ASSISTED LIVING PROGRAM
RECEIVES STATE LICENSURE

(EDMOND, Okla.) — Touchmark at Coffee Creek's new assisted living program has just been licensed by the state of Oklahoma. Beginning in February, 30 new Grandview residences are available with assisted living services.

Features include a unique Life Enrichment/Wellness program, housekeeping, three chef-prepared meals daily, personalized care that supports each person's specific needs and several living areas and dining rooms. Touchmark offers a wide range of homes and lifestyle options; the assisted living service is the latest to open.

For assisted living, a registered nurse coordinates the care-giving staff, who are scheduled 24 hours a day. All staff receive training about Touchmark's person-centered philosophy of care, which respects each person's life history and preferences, encourages an overall sense of well-being and provides a positive and unconditional regard for each individual.

Unlike many assisted living centers, Touchmark customizes its Life Enrichment/Wellness program to meet the interests, strengths and skills of individual residents. The program includes fitness classes, music, excursions, special events and other activities.

Sherri Hudlow, R.N., is the Resident Care manager for Touchmark, and she brings a rich background of experience to her new position. Most recently, she was responsible for managing the health care quality at a long-term acute care hospital in Oklahoma City. Her other experience includes serving as clinical coordinator

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for Advance Care Hospital in Oklahoma City and working as a nurse at Integris Baptist Medical Center.

Hudlow holds a Master of Education degree from University of Central Oklahoma and a Bachelor of Science in Nursing from Oklahoma City University's Kramer School of Nursing. Professional interests include safety education, recreation therapy, physical and occupational therapy, research and nursing standards and practice.

"We're delighted to receive this state licensure," says Hudlow. "Maintaining an active and healthy lifestyle for people who need some assistance with daily living is our highest priority."

Touchmark is located just north of Covell Road between Broadway and Kelly. For more information, contact (405) 340-1975 or visit TouchmarkEdmond.com.

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