

NEWS RELEASE



Touchmark at Coffee Creek

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For further information:

Carol Hartzog

Carol Hartzog Communications

(405) 348-8500

Touchmark at Coffee Creek to host preview of fourth, final neighborhood in Prairieview Memory Care Residences

EDMOND, Okla. – One year ago, Touchmark at Coffee Creek completed a major expansion that included a three-story addition of independent and assisted living apartments as well as the Prairieview Memory Care Residences for those living with Alzheimer's and other age-related dementia.

This month, Touchmark will open the final memory-care neighborhood – Cedar Court – to accommodate requests from families and the community. The public is invited to preview Cedar Court 1-4 p.m. Sunday, July 24. Touchmark is located at 2801 Shortgrass Road in Edmond.

Twelve residences are available in this fourth and final phase. Open-house visitors will have the opportunity to select the home of their choice, visit with families of current Prairieview residents and meet with staff to learn more about Touchmark's "Best Friends" approach to memory care.

Prairieview includes 50 private studios, divided into four neighborhoods. Each neighborhood has its own kitchen and dining area, living room, space for activities and access to a secure outdoor courtyard. A beauty salon/barber shop, spa bath, multipurpose room, family conference room and doctor's office are shared by the four neighborhoods.

"The design philosophy in developing the Touchmark Prairieview Memory Care Residences is very person-centered," says Jamie Ham, executive director, Touchmark at Coffee Creek. "This is residents' home, and because of the nature of Alzheimer's and other age-related dementia, it's important that the spaces are warm, inviting and feel like home."

The Cedar Court open house will showcase the open floor plans, gardens, thoughtful interior design and person-centered care program – the "Best Friends" approach.

"Best Friends" was co-created by internationally-known author David Troxel and Virginia Bell in the 1990s. The two created their model after working directly with people who have dementia, their family members, and staff in adult day centers. The approach teaches caregivers how to have the "knack," which is defined as "the art of doing difficult things with ease."

"The 'Best Friends' approach is a perfect fit for the Touchmark care philosophy," says Ham. "It
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2801 Shortgrass Road | Edmond, OK 73003 | 405-340-1975 | 405-340-1451 FAX
TouchmarkEdmond.com

focuses on the fact that what people with dementia need most is a best friend. That best friend can be a family member, staff person or friend, but it's always someone who empathizes with the individual, maintains a loving, positive attitude and is dedicated to helping the person with dementia feel safe, secure and valued.”

Approximately 74,000 Oklahomans live with Alzheimer's and other age-related dementia, according to the Alzheimer's Association.

An award-winning retirement community, Touchmark at Coffee Creek offers a variety of lifestyle options, including the Parkview neighborhood, independent and assisted living as well as memory care. Located in Edmond at 2801 Shortgrass Road, Touchmark is part of the Coffee Creek 638-acre planned residential development, which includes a golf course, recreational centers and walking and biking trails for Coffee Creek homeowners. Touchmark is a member of the U.S. Environmental Protection Agency's EPA's Green Power Leadership Club. For more information, visit www.TouchmarkEdmond.com.

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Photo: “Jamie Ham and Prairieview”

Caption: Touchmark Executive Director Jamie Ham explains the importance of Prairieview's design that provides a variety of seating and activity areas while allowing staff to see all the way to the front door. The last of four memory-care neighborhoods is opening this month.