



## Wellspring Village™.

Where those with dementia  
celebrate life every day.

DEMENTIA CARE

BRIGHTVIEW  
SENIOR LIVING

**We see possibilities**  
rather than memory loss.

DEMENTIA CARE



There's a very special neighborhood in our Brightview communities called Wellspring Village™ that has been designed to help people with Alzheimer's disease, or other forms of dementia, make the most of every day.

Created as a quiet yet vibrant refuge, the neighborhood features thoughtfully designed apartments and common areas that provide helpful cues that make it easier for residents to complete everyday tasks. Thanks to the compassionate care of our highly trained team of associates, Wellspring Village™ encourages independence and social interaction among residents in a safe, secure setting that gives their families peace of mind.

## At Wellspring Village™, *WE BELIEVE ...*

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- Although the anguish caused by a diagnosis of dementia cannot be minimized, it doesn't mean the end of joy, laughter, purpose, and growth.
- All people - no matter how healthy or frail, how independent or reliant - have unique strengths and abilities.
- People living with dementia can lead full, engaged, and meaningful lives.
- Each person has many contributions they can make if they're surrounded by others who care about them and encourage them to remain engaged.
- Every resident thrives on love and companionship, security, and compassion, but none share identical interests or needs.
- Each resident must be treated and cared for individually, establishing a partnership predicated on trust, compassion, mutual interest, caring, empathy, and support.
- We must have the very best associates and provide them with the highest-quality training.
- Together, residents, families, friends, and associates all contribute to creating Wellspring Village™, a place where life is celebrated.

“Our focus is on care and support, but also on creating moments of joy every single day. It starts by learning all we can about a resident's impairments and their struggles. But more than that, we want to understand what strengths they still have, what abilities they've retained, and who they are as a person. What do they want to do? What makes them happy? What would bring joy to their lives?”

**DR. PATRICK DOYLE,  
CORPORATE DIRECTOR  
OF DEMENTIA CARE**

**An engaging  
neighborhood**  
that makes life  
easier to enjoy.



The layout and amenities of Wellspring Village™ are the product of cutting-edge research and years of dementia care expertise. Based on the input of clinicians, care partners, and people coping with the challenges of dementia, every detail in our apartments, gardens, and community spaces has been designed with the special needs of our residents in mind.

From providing easy-to-follow visual cues and helpful signage to minimizing noise and other distractions, every inch of the village has been carefully constructed to be intuitive, supportive, safe, and engaging.

## **Meals, friends, and a breath of fresh air are just steps away.**

There's a reason many of the common spaces are located right next to each other in Wellspring Village™. It makes getting around and getting together with friends a lot easier and safer. And because they can move freely between their apartments, dining venues, and common areas, residents feel a welcome sense of independence. If they want to enjoy the outdoors, our beautiful enclosed gardens or decks are just steps away.

A well-designed neighborhood can help a person living with dementia remain independent and engaged for a longer time.

**DR. PATRICK DOYLE,  
CORPORATE  
DIRECTOR  
OF DEMENTIA CARE**

## Thoughtful details help guide residents through their day.

Knowing what to do and where to go is calming and comforting. That's why we do things like position residents' beds in a place that makes it easy to find the bathroom. We contrast the color of a chair with the color of the carpet, which makes it safer and easier for residents to sit down. While these details may seem small, they create an atmosphere of ease, familiarity, and independence for residents in countless ways every day.

## Enjoy more quality time with your loved one.

As anyone who has cared for someone living with dementia or memory loss knows, despite your best efforts – and best intentions – the daily demands of providing care can become overwhelming. One of the wonderful and often unexpected benefits of having a loved one move into Brightview is that now instead of spending all your time providing care, you can relax and simply enjoy their company. Being able to strengthen your bond with your loved one is a gift to enjoy in the moment and always. Perhaps, best of all, you'll feel confident that your loved one is getting the compassionate, professional care they need to be safe, happy, and engaged.



### Each resident enjoys:

- A comfortable and private apartment home designed for safety and convenience
- Assistance with activities of daily living
- A licensed nurse and aides on site
- Laundry and linen service
- Housekeeping, repairs, and maintenance
- A full calendar of Vibrant Living programs and outings

## Residents always enjoy dinner out with friends.



Sharing a wonderful meal with friends is one of life's simplest pleasures. Whether it's breakfast, lunch, or dinner, residents look forward to enjoying delicious entrees, sides, and desserts that include local favorites and feature fresh, seasonal ingredients. Village Dining is a supportive dining experience that pairs restaurant quality with custom dementia support and techniques. Our chefs are happy to prepare meals for residents with special dietary needs or preferences. They can also provide custom menus and plated specials, so loved ones living with dementia can continue to choose the foods they love.

## Our trained associates offer companionship and a helping hand.

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Your loved one will never dine alone at Wellspring Village™. At mealtime, our associates are happy to sit and talk with residents in our homey dining room. They also offer subtle cues to those who might need a little help eating. Our goal is to create a relaxing, enjoyable time where everyone enjoys their meal – and each other’s company.

## Enjoy a choice of breakfasts and complimentary snacks.

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Big breakfasts aren’t for everyone. That’s why we also offer a continental breakfast for those who prefer lighter fare. Residents who find themselves a little hungry between meals can enjoy their choice of sweet and savory snacks, seasonal fruit, coffee, tea, and water served up by our associates throughout the day. And since all meals and snacks are included in the monthly fee, you can feel good about your loved one eating well without worrying about extra fees.

### It’s all included.

- Chef-prepared meals
- Light menu, healthy snacks, and beverages all day





**Vibrant Living is all about**  
making the most of every day.

We believe that Wellspring Village™ residents can make positive strides when they receive care and attention that's guided by their unique needs and preferences – even as those needs change over time. That's why Wellspring Village™, its diverse programs, and the training of our associates are all designed to create a tailored atmosphere of independence, engagement, enjoyment, and security every day. We call it Vibrant Living.

## We bring out the best in every resident.

Every day, our Vibrant Living team helps residents connect with the programs and events that are specially chosen for them. Residents can discover a hidden talent for oil painting or gardening, meet new people by going to movies or concerts, and find new energy by attending fitness classes.

## Brightview's exclusive Mind & Music™ program fosters overall well-being.

Mind  
& Music™

Music can have a profound effect on anyone. For those with memory loss, music that's associated with fond memories can elevate their mood, reduce pain, improve sleep, and create a sense of well-being. Through our Mind & Music™ program, our Wellspring Village™ associates offer residents the "right" music to provide calm when they're agitated, spark memories when they're forgetful, and convey their feelings when language is lost. We even provide headphones, smart devices, and Amazon Music®, so associates can create personalized playlists featuring each resident's favorite songs, musicians, and genres.



“As his Parkinson's disease has progressed, my husband has lost the ability to participate in activities he enjoyed previously. He likes music and still enjoys and responds to it. Being able to hear his favorite songs with the use of earphones has enriched his life. He smiles, taps his fingers to the beat of the music, and often sings along. This has added to his quality of life. An added benefit is that his spells of agitation have decreased.”

**BARBARA R., BRIGHTVIEW  
RESIDENT'S FAMILY MEMBER**

# An unwavering commitment to enhancing the life of each individual resident.



Our innovative SPICE program builds on Brightview’s ongoing wellness efforts, incorporating five holistic elements of wellness – Spiritual, Physical, Intellectual, Cultural, and Emotional – and uses a blend of programs to create meaningful, healthy, stimulating, and positive lifestyles that strengthen bodies and minds.

Associates truly get to know each resident, leading to a highly personalized, tailored approach to each day, which fosters well-being and results in moments of joy, meaning, and growth.



Active engagement in the SPICE program has been shown to reduce falls, improve mobility, and enhance cognitive and physical wellness.



**MARTHA MCCLUNG,  
DIRECTOR OF VIBRANT LIVING**

# Health and Wellness

## Collaborating with dementia care experts.

We partner with the Alzheimer's Association®, prominent research universities, and other healthcare leaders to integrate the most up-to-date information about dementia. We have built an innovative program that enhances the lives of people living with dementia – and the people who care for and about them.

## Creating a unique, ongoing training program.

Our dementia caregiver training, Moments of Possibility, is one of the most comprehensive training programs in senior living. It was developed by aging and dementia care experts to empower our associates to create joyful moments for Wellspring Village™ residents. The Moments of Possibility program covers topics such as getting to know our residents, behavioral expressions, pain recognition, and dementia caregiver wellness.

## Learning to see the world through our residents' eyes.

The Virtual Dementia Tour is an experiential exercise that gives Brightview associates a sense of what it's like to live with dementia, which helps them empathize with people experiencing cognitive changes. This insight gives another perspective on the condition and helps associates become allies to people living with dementia.

Maria, a Brightview associate, explains, “The Virtual Dementia Tour helped me better understand people living with dementia. How they feel, why they act the way they act, and why each person reacts to dementia differently. During the training, I was scared, confused, and wanted to go home. It made me think about our resident Barbara. When she is upset and wanting to go home, I hold her hand, comfort her, and we talk about her home. That would make me feel better, too.”

“Time and time again, I hear Brightview associates and families alike say this is the most impactful training they have ever experienced.”

**DR. PATRICK DOYLE,  
CORPORATE DIRECTOR  
OF DEMENTIA CARE**



## Moving in couldn't be smoother.

Moving into Wellspring Village™ only takes a day or two, but welcoming your loved one into the Brightview community is something that continues long after residents have settled in. From the first day, you'll be surprised and delighted by how welcome everyone makes you and your loved one feel.

The Wellspring Village™ team will introduce your loved one to their fellow community members and host a special meal or program as a welcome. We'll connect them with people who have similar hobbies and interests, and make sure your loved one is included in happy hours and upcoming events.

## Personalized care begins with our unique Life Story process.

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At Wellspring Village™, we believe focusing on the person rather than their condition is the best way to help residents make the most of every day. We do that by getting input from your loved one as well as from family and friends in order to find out what makes them happy and what doesn't. Knowing about things like dining preferences, the kind of music they enjoy, and what their interests are helps us build a Life Story for them that we use to tailor the care, services, support, and programs that we offer them.

## We make it simple to get settled in.

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Once your loved one is moved in, you can expect a visit from our Maintenance Director who will stop by to see if curtains or pictures need to be hung. Our Dining Services Director will also pop in to ask them about their favorite meals and recipes. And to help them become part of the community as quickly as possible, our Wellspring Village™ Director will come to talk to them about their interests and talents so we can match them with programs and activities they'll enjoy most.

## A commitment to serve.

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As extraordinary a place as Wellspring Village™ at Brightview Senior Living is, it's our people who set us apart from other communities. No matter what their job title, every associate puts residents before tasks. If you or your loved one needs help of any kind, they'll drop whatever they're doing to make sure the problem is solved. Brightview associates want you to have everything you need to live a rich, full, meaningful life.

## Becoming part of the family.

*When Dolly came to Wellspring Village™, her family was glad to get her into a safe place but was concerned about how well she would adjust. She was the matriarch of the family, and they told us “what she said, goes.” Dolly said she was NOT going to take a shower. She WAS going to eat a lot of chocolate and not very much food. She also insisted on wearing five layers of clothing. We told them that at Brightview we embrace who the person is and harness their abilities to help them get the most out of life. Eight months later, the woman who had been wearing three sweaters and two pairs of pants for the past 10 years now feels safe and comfortable enough to wear a single layer of clothes. She's become an avid gardener, and although she still loves sweets, she likes to help prepare the dining room for mealtime. Dolly is the matriarch, but her relatives say that now we're part of her family, too.*

## Many families who chose Wellspring Village™ have been in your shoes.

They were worried about how their loved ones would adjust, until they saw how happy and engaged they were in their new surroundings. They were concerned about money, until they found out how affordable our community truly is. They wondered if anyone would care for their loved ones as well as family could, until they realized that our associates know the nuances of each resident – and see them as unique individuals who deserve compassion, kindness, and respect.



## Flexible fees keep you in charge of your assets.

Many people believe that all senior living communities make you pay hundreds of thousands of dollars in upfront entrance fees. Not so at Brightview. Unlike traditional Continuing Care Retirement Communities (CCRCs), we don't drain your loved one's savings account and tie up money they could be investing elsewhere. When you choose Brightview Senior Living, your loved one can enjoy all-inclusive, worry-free living simply by paying an affordable monthly fee and a low initial community fee. You'll stay in complete control of your family member's financial assets, which you can use for their ongoing care and support.

### **“You gave me my mother back ...”**

*Debbie came to Brightview as an Independent Living resident who then transitioned to Assisted Living. The wife of a prominent doctor, Debbie was proud of sharing stories of her and her husband's life together. But when other residents noticed she was repeating them, Debbie became embarrassed and began staying in bed all day, which caused arguments with her daughter. Debbie, the Brightview team, and her daughter decided that a move to Wellspring Village™ would be helpful. And it was. Within a month, Debbie was back to being a social butterfly. Her daughter was thrilled, saying “I can't believe that is the same woman from upstairs; this was the best thing for her. You gave me my mother back.”*

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**Everything is included.  
So budgeting is simple.**

## See for yourself how affordable Brightview Senior Living can be.

Love what you've learned about Brightview Senior Living, but still not sure you or your family member can afford it? Take a closer look and factor in the assets they have and the expenses they'll no longer have to pay when they move here.

For example, they have their Social Security income. They may have a house to sell. They may have substantial savings in a 401(k) or an IRA. They may have a pension plan or long-term care insurance in place. All of these resources can be used to pay for senior living. In addition, when your loved one moves into Brightview, they won't have to worry about utilities, home maintenance or property taxes. Perhaps most important of all you'll know that your loved one is receiving the care they need 24/7.

- Scheduled transportation
- Heating, A/C, water, sewer, electricity, and common-area Wi-Fi
- Housekeeping and linen service
- Repairs and maintenance
- Chef-prepared meals each day, plus healthy snacks always available
- Professional, caring staff on site 24/7
- Emergency response system
- Comprehensive wellness programs
- Base fee includes a personal care plan
- Flexible contracts, move with 30 days' notice
- Specialized program of care and day-to-day activities

# BRIGHTVIEW SENIOR LIVING

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TO LEARN MORE, CALL US AT  
410-962-0595  
OR VISIT [BRIGHTVIEWSENIORLIVING.COM](http://BRIGHTVIEWSENIORLIVING.COM)

