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**PARK SPRINGS HEALTH SERVICES OPENS GEORGIA'S FIRST, FULLY EXECUTED  
HOUSEHOLD MODEL IN CONTINUING CARE RETIREMENT LIVING**

*Featuring The First-Ever "Dementia Care Matters Butterfly Household Model of Care" in the U.S.*

**STONE MOUNTAIN, GA** (July 11, 2017) – Isakson Living announces the opening of Park Springs Health Services (PSHS), located adjacent to its resort-style continuing care retirement community (CCRC), Park Springs. Featuring Georgia's first-ever, built-to-suit household model, the state-of-the-art facility, opens with 75 percent of the homes sold. And starting in August, the full-service healthcare facility will launch the nation's first "Dementia Care Matters (DCM) Butterfly Household Model of Care".

"For nearly 15 years we've been working diligently to improve the model of care for the aging population," said Andy Isakson, managing partner of Isakson Living. "We're breaking the mold in Georgia with our household model and changing the narrative nationally with our relationship with DCM."

DCM, a United Kingdom-based Culture Change organization, is disrupting the way facilities care for people living with dementia by focusing on an emotion-based approach. The Butterfly Household Model of Care emphasizes the importance of a nurturing and supportive staff, enables a better quality of life and inspires leadership, achieving real outcomes and continued growth. This innovative program starts with an intensive training of the PSHS staff to understand emotion-based care so they can empathize with members living with dementia.

"Feelings really matter most in dementia care. People experiencing dementia become more *feeling* than thinking beings. Therefore, requiring heightened emotional care first - all we have is now," said David Sheard, CEO and founder of DCM and director of The Butterfly Community. "After pioneering this in four other countries it is exciting to be arriving into the U.S., launching our first Butterfly Home and developing this special relationship with Isakson Living. "

The Butterfly Household Model of Care is a year-long initiative that focuses on a person-centered approach and three main objectives: encouraging care-givers to grow their emotional intelligence, connecting and interpreting a person's feelings and ensuring the daily life of a member is a positive experience. Action based learning teams will develop and implement, like a butterfly, the necessary skills to follow the model. These objectives align perfectly with Isakson Living's mission and focus on person-centered care.

PSHS is comprised of four additional households focusing on adult day services, short-term Medicare certified rehabilitation and long term Medicare certified skilled nursing, in addition to the two Butterfly Household Models of Care. Each household accommodates 18 members, and includes a household kitchen and dining room, staffed with a homemaker that allows members to eat what they want, when they want it. In addition, each household has a living room and access to beautiful courtyards, allowing members to come and go outside as they please. Staff works around member's schedules and what works well for them. There is also a 3,100 square-foot physical therapy center, serving members as well as the local community.

The construction of the new Park Springs Health Services and other Park Springs campus improvements were made possible through a \$74.4 million loan from SunTrust Bank.

"Isakson Living and their dedicated caregivers show real passion for serving those in their community, and we look forward to helping them achieve continued growth." said Evelyn Lee, senior vice president of SunTrust's Aging Services practice. "With the new Park Springs Health Services, we believe the organization will be well positioned to further support the needs of their current residents and the growing senior population in Georgia for years to come."

## **ABOUT PARK SPRINGS**

Park Springs is Atlanta's premier continuing care retirement community (CCRC) and Isakson's Living's flagship community in the senior residential housing industry. Located 25 miles outside of Atlanta in Stone Mountain, Ga., Park Springs boasts a 61-acre campus with 398 residences that include villas, cottages and single-family homes. The award-winning community yields an active lifestyle among members, exceptional dining, fitness and social opportunities and the highest level of healthcare services. For more information, please visit

<http://www.parksprings.com/>.

## **ABOUT PARK SPRINGS HEALTH SERVICES**

Park Springs Health Services (PSHS) offers unparalleled opportunities for its members with multiple levels of healthcare. Located within the Park Springs community, PSHS promotes the person-centered approach to healthcare with the household model, the first fully executed household model in the state of Georgia. This model features six different households, focused on skilled nursing, assisted living, memory care and long-term care. Communal living spaces give members the opportunity to interact and socialize with one another and family. Assisted living also offers respite care, a short-term care facility. PSHS differs from that of a typical retirement community in that the member experience is based on members' individualized schedule and personal needs. For more information, please visit

<http://www.parksprings.com/healthservices>

## **ABOUT DEMENTIA CARE MATTERS**

Dementia Care Matters is a UK based multi-award winning, world leader in culture change and as an organization is passionate about enhancing quality of life for people living with a dementia. Based on the philosophy of 'Feelings Matter Most,' Dementia Care Matters places importance on the value of emotional intelligence, inspiring leadership, domestic household living, and the core belief that everyone living with a dementia can be reached as a whole person. Butterfly Household Model of Care has been evolving over the last 22 years and there are now Butterfly Care Homes across the UK, Ireland, Canada, Australia and set to begin in the USA in July 2017. In addition, The Butterfly Community exists as a global online membership site offering monthly webinars, practice development and opportunities to share learning across the community. For more information, please visit <http://www.dementiacarematters.com/>.