



MARKET STREET

A MEMORY CARE RESIDENCE



A COLLECTIVE VISION

Market Street memory care residences revisit times of sophisticated simplicity. Days when ladies and gentlemen gathered in a warm, relaxed, yet refined ambiance to experience service that enlivens the senses, instills well-being and fulfills even their unexpressed wishes and needs. We believe our residents deserve the same elegance and luxury they enjoyed living independently. We serve our residents with a genuine sense of pleasure while their loved ones take comfort in knowing they are receiving the highest quality care.

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LIFE EXPERIENCES

Market Plaza

The timeless charm of Market Plaza is complete with fresh flowers, calming sounds of nature, trees, and an enticing streetscape including gelato cart, newsstand and post office. Our comprehensive program offers residents choice and independence while activities such as painting, baking, or taking a yoga class encourage meaningful community interaction.

Bakery

Residents relive life experiences while enjoying amazing tastes and smells of freshly ground coffee, warm bread, cinnamon rolls, or other pastries made daily in our bakery. Our sensory programming is purposefully designed to trigger memories our residents have shared with their family and friends.

Art Gallery*

The creativity and happiness that visual arts instills in our residents, reduces anxiety and elevates mood. Displays inspire seniors to express themselves and connect socially by sharing moments of joy. The Market Street Gallery, is designed to provide exhibits with varying motifs for our residents to re-experience special moments.

*Select locations

Salon and Spa

Market Street residents benefit from our salon and spa services both in Market Plaza as well as in their own residence. In addition to our full service salon, our care team regularly provides gentle hand massages including moist towels of varying temperatures infused with scents proven to provide therapeutic value.

Market Street Herb Garden

Each community harvests their own herb garden where residents experience the fresh aromas of sage, lavender, rosemary, thyme, mint, basil, oregano and more. Herbs are then transformed into fresh flavor through our culinary demonstrations. Residents benefit not only physically through therapeutic gardening but also emotionally as they experience a sense of purpose throughout the day.

Music and Memory

Many of our fondest memories include music. Grounded in extensive neuroscience research about how our brains respond to music, The MUSIC & MEMORY Program creates personalized playlists that support the recollection of important life events with detail for each resident. These musical favorites tap deep into memories that are not lost and enliven the soul, empowering our residents to feel like themselves again.





PERSONAL LIFE SILHOUETTES

Market Street residents continue to share their story through Personal Life Silhouettes.

Prior to taking residency, our care team connects with family and friends to discover each resident's life history. This may include photographs, favorite genre of music, personal interests and talents, treasured memories, beloved holidays and more. This information is the foundation of our programming as we incorporate what is cherished by each resident into day to day living.

Personal Life Silhouettes are uploaded to a technology driven program creating a personalized profile of each resident. The more we know about our residents, the more engagement our associates are able to offer. Sharing life's experiences we celebrate a sense of community through meaningful connecting.

MEANINGFUL CONNECTIONS

Market Street uses modern touchscreen technology and customized content to connect residents, families and friends in meaningful ways. With the click of a button, our residents explore the world around them through activities, games, therapy, reminiscing, music, virtual travel, and so much more! These meaningful connections engage residents physically, emotionally, mentally and socially, reinforcing a sense of self and maintaining strong relationships. Families and friends appreciate a level of interaction with their loved ones that traditionally had not been available.

ARTFUL EXPRESSIONS

Memories In The Making

The loss of language does not have to mean the loss of communication. By stimulating the brain in a new direction, Market Street art classes draw from parts of the brain that language does not. Our nationally certified dementia care practitioners and specialists firmly endorse Memories in the Making, the Alzheimer's Association's signature program providing residents with Alzheimer's disease and other dementias to express themselves through art.

Throughout our neighborhoods and on display in our Market Street bakery, trained art facilitators provide an encouraging environment, assisting each participant to craft what they see in their minds and feel in their hearts. Finding their individual techniques, residents enjoy expressing themselves through watercolor, acrylics, pastels, paper mache, pencils or any method the artist prefers.

The benefits of Memories in the Making include:

- Improves self-esteem
- Serves as an outlet for emotions
- Increases attention span and focus
- Activates neurons
- Reduces isolation and provides opportunity to socialize
- Taps into pockets of memories that still exist
- Reconnects families





For the Love of Color

Market Street understands the importance of providing creative arts to our residents and continues to explore innovative concepts that promote overall wellness. Our Colorists' selections of pages and blending of hues reflect their individuality while fostering a sense of well-being.

Residents enjoy the therapeutic science of adult coloring and benefit from the healing power of art. This pastime demonstrates concrete evidence of decreasing heart rate, replacing negative thoughts with happy experiences, reducing anxiety and stress levels. Repetitive action of coloring releases serotonin, the brain transmitter for relaxation while enhancing focus and concentration, including problem solving. Utilizing artful programming, residents find new ways of expressing themselves.

CULINARY

Mediterranean Diet

Our Executive Chef incorporates elements of the Mediterranean diet throughout the day. Research has shown that these foods promote healthy brain function. We pride ourselves on purchasing the freshest available products from local sources or harvesting herbs from our own Market Street gardens, offering a large variety of fish, lean meats, whole grains, fruits and vegetables.

Dining Presentation

Purposeful dining ware plays an intricate role in the meal presentation for our residents. The brightly colored settings provide visual contrast correlating to increased food consumption. Variations in stemware, flatware and dinnerware sizes are utilized to appeal to the resident's personal preferences. Additionally, visual cues including cooking shows and thoughtfully located photographs of foods are coordinated to enhance the resident and family experience.





A SENSE OF WELL-BEING

At Market Street we recognize that the care of our residents will need to be customized, not only for each resident, but on a daily basis as each moment offers new experiences. Our Individualized Service Plans (ISP) are designed to not only offer residents structure and routine but accommodate day to day changes in care needs. Our holistic approach to resident care, nurtures the distinct needs of the mind, body and spirit throughout the aging process.

Through extensive research and experience we understand the unique stages an individual with Alzheimer's or other dementias encounters. We regularly adjust the ISP, providing the most current information to our highly trained care team regarding changes in resident needs. This offers peace of mind that the one you love is well cared for in an environment dedicated to quality of life.

WELLNESS

Residents benefit from daily wellness programs to improve overall health and mental acuity. Practices are modified based on residents' ability and include a wide range of programs such as:

- Tai Chi
- Gardening
- Strength Training
- Yoga
- Walking



OUR DISTINCTION

Our People

Market Street associates answer a calling to serve seniors and their families everyday.

Common Unity

As neighbors, family members and friends, we share the emotional connection that inspires a sense of community.

Platinum Standards

Answering a calling to honor our fathers and mothers, our commitment to seniors goes far beyond offering traditional services.

Design

Each Market Street community is purpose built to provide our residents with a sense of security, comfort, health and happiness.

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