

MARJORIE DOYLE ROCKWELL CENTER & EDDY HAWTHORNE RIDGE

Defining Memory Care...
One Moment at a Time.

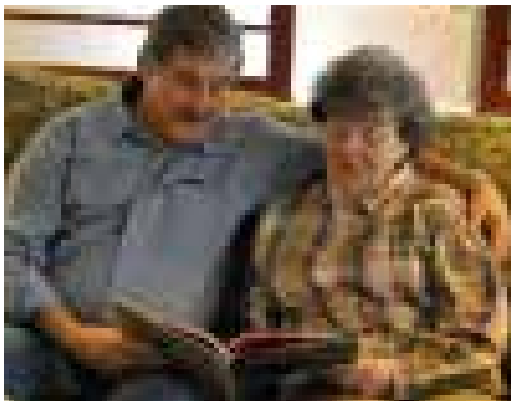


Welcome to an extraordinary community.

WHERE EVERY MOMENT MATTERS.

Since the 1980s, The Eddy has been committed to improving the quality of life for individuals living with Alzheimer's disease or a related dementia – with two distinctive memory care communities in Cohoes/Latham and East Greenbush. Today, The Eddy offers a complete continuum of care and services.

When someone you love is diagnosed with Alzheimer's disease or memory loss, you're reminded rather quickly just how valuable each day is and that every moment counts. This is the instant you should look to The Eddy to discover what memory care could mean for your loved one, and experience the life-enhancing benefits available to you at our community. From warm, compassionate caregivers to personalized programming and familiar surroundings, every detail is thoughtfully designed for comfort, security, and confidence. Our community creates moments of added pleasure, purpose and peace of mind to embrace each day.





Memory care means different things to different people.

IT'S EXCEPTIONAL HERE.

At The Eddy, we take a person-centered approach to memory care that is based on the needs, goals, interests, and abilities of each Resident, in genuine partnership with their family. Programs are designed for individuals with early to mid-stage memory loss, for those who require watchfulness in a supportive setting. Services include specialized dementia care by trained staff, case management, assistance with personal care and medications, and classes and activities that meet a variety of needs and interests. Our secure community offers inviting interior courtyards and outdoor garden pathways.

What is Assisted Living Memory Care?



Why Eddy Memory Care?

Memory care is specialized Assisted Living in a secured setting that serves individuals with early- to mid-stage memory loss, Alzheimer's disease, and other related dementias. Our care goes beyond what is traditionally offered, with a team of experienced caregivers that are specially-trained in dementia care by our nationally-certified dementia care specialist. Caregivers are able to respond and adapt quickly to each Resident's unique and changing needs, constantly focused on seeing the individual first and dementia second. At Eddy Memory Care, we understand that dementia affects the entire family and we are here to support you as well as your loved one. Our unique division, Eddy Alzheimer's Services, offers support groups, family meetings, and Memory Care experts available to answer questions, all completely free of charge.

Call today to receive information about our Eddy Memory Care Communities.



www.EddySeniorLiving.com/MemoryCare



518-238-4179

518-279-5502

Memory Care: Approach to Care



Our History & Approach to Care.

Recognizing that individuals with Alzheimer's disease and other memory loss have different and dynamic needs, The Eddy began developing innovative services for dementia care in the 1980s. In 1997, The Eddy pioneered Alzheimer's education and residential care by opening the Marjorie Doyle Rockwell Center in Cohoes. In 2006, we expanded that commitment with the opening of Eddy Hawthorne Ridge in East Greenbush. Today, these communities are widely respected for their superior services and warm, home environments.

Our approach to care and commitment begins with our staff, trained by a nationally-certified dementia care trainer, providing our Residents with moments of pleasure, purpose and peace.

Research shows individuals living with memory loss can continue to utilize their interests and talents. That's why each Eddy Memory Care Community offers a supportive environment with a culture of care that enhances quality of life.

Eddy Memory Care & St. Peters Health Partners



Care for all ages.

As part of the Eddy Senior Living family, Eddy Memory Care at Marjorie Doyle Rockwell Center and Eddy Hawthorne Ridge serve individuals with early- to mid-stage memory loss. Our exceptional communities provide your loved one an opportunity to live a life where moments are cherished and individual accomplishments are celebrated. In addition, our Eddy communities have a wide network of professional services available with St. Peter's Health Partners.

Imagine how confident you and your loved ones would feel having the assurance of quality care from the area's top providers, if needed.

The Eddy Promise

As a Resident of The Eddy Senior Living communities, you can enjoy peace of mind knowing that there are a full range of services and care options provided by The Eddy and St. Peter's Health Partners. In the event health needs change, we have the expertise and services that can allow you to stay with a system you know...and one that knows you, as well.

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Eddy Memory Care at Marjorie Doyle Rockwell Center

A Trusted Name in the Region.

Marjorie Doyle Rockwell Center is an Eddy Memory Care Community providing comfortable, secure living in a warm environment designed to enhance quality of life while maintaining purpose and independence. Our exceptional community is located off of the Northway (I-87) in Cohoes, NY. The community offers easy access to all areas of the Capital Region.

Marjorie Doyle Rockwell Center serves individuals with early-to mid-stage memory loss, those with difficulties that require watchfulness in a supportive environment, and are able to contribute to decisions in their daily life.



Eddy Memory Care at Marjorie Doyle Rockwell Center

Services & Amenities:

• Eddy Alzheimer's Services

The Eddy is the only system with its own Alzheimer's division, with a nationally-certified dementia care specialist available to answer questions, provide information, education, and support, completely free of charge. In addition, we have an on-site resource center/lending library available for loved ones, caregivers and professionals.

• Secured Community

Families enjoy peace of mind knowing their loved one is free to explore our beautifully appointed common areas inside and out. Residents have the freedom to enjoy the beautiful outdoor garden paths and interior courtyards alone, or with friends and family, all within a safe, secure setting.

• Ongoing Specialized Dementia Education and Communication Coaching for all Staff

Continuing education and monthly training is scheduled with a nationally-certified dementia care specialist to ensure our staff is well-informed of innovative programming and the latest creative problem-solving techniques, providing our Residents with the highest quality of care.

• Life Enrichment Programs

Daily programs are designed keeping each Resident's unique interests in mind, allowing for optimum engagement and moments of genuine peace, purpose, and pleasure.

• Assistance with Activities of Daily Living

Assistance with clothing selection and dressing, showering or bathing, grooming and hygiene available 24 hours a day, 7 days a week provided by our specially trained caregivers.

• Case Management

Our RN case manager collaborates with all departments and families in the process of assessment, planning, facilitation, care coordination and ongoing evaluation to ensure that our Residents receive quality of care that they require and deserve.

• 24 Hour Licensed Nursing Staff On Site

Our seasoned licensed nursing staff provide medication administration and management. Our nurses provide 24 hour health care monitoring and supervision.

• QuietCare® Monitoring Technology

QuietCare® gives us a tool to respectfully monitor a Resident's activity. The data allows us to foresee possible medical or safety concerns that can be quickly addressed.

• Flexible Resident Schedules

Schedules are designed to support the lifelong patterns and preferences of each individual Resident. We utilize a Resident Life History book, which is completed by families before coming to our community. This has proven to be a valuable tool in getting to know our Resident better.

Eddy Memory Care at Marjorie Doyle Rockwell Center

- **Culinary Experience**

Our exceptional team of culinary experts provide our Residents home-cooked meals and nutritional snacks, baked on the premises, using fresh, not frozen, food. We offer flexibility and choices in a relaxed setting that ensures a pleasurable dining experience. “EmpowerU” is the unique health and wellness program that is supported by our culinary team. It’s not simply an exercise or dietary program; it takes the whole person into account...body, mind and soul!

- **Physician, Pharmacy, Psychological, Podiatry and PT/OT Services Available**

Our highly-trained professionals monitor your loved one’s health and well-being. In addition, The Eddy offers a wide range of ancillary services from Phlebotomy to rehabilitation and hospitals to skilled nursing care.

- **Full-Time Activities Staff**

Scheduled activities and outings are designed to keep Residents’ interests, capabilities, and quality-of-life our first priority. This includes our Life Enrichment program that provides meaningful social connections and moments that matter, all directed by a Licensed Practical Nurse and an experienced activities team.

- **Religious Services**

Worship services are available to celebrate many different types of faith to support life-long spiritual beliefs.

- **Full-Service Beauty/Barber Shop**

Conveniently located on-site, our beauty/barber shop offers a full list of services and is managed by stylists who understand the unique needs of our Residents.

- **Continuum of Care**

As a family member of Marjorie Doyle Rockwell Center, you can enjoy the peace of knowing that The Eddy has a full continuum of care should the needs of your loved one change.

- **Respite Care**

Marjorie Doyle Rockwell Center offers respite care on a short-term basis, providing all services and amenities that our residents enjoy. This service is limited to availability.

Eddy Memory Care at Eddy Hawthorne Ridge

A Trusted Name in the Region.

Eddy Hawthorne Ridge is an Eddy Memory Care Community providing comfortable, secure living in a warm environment designed to enhance quality of life while maintaining purpose and independence. Conveniently located in East Greenbush NY, off of I-90 East, the community provides easy access to all areas of the Capital Region.

Memory Care at Eddy Hawthorne Ridge serves individuals with early- to mid-stage memory loss, those with difficulties that require watchfulness and a supportive environment, and who are able to contribute to decisions on their daily life.



Eddy Memory Care at Eddy Hawthorne Ridge

Services & Amenities:

• Eddy Alzheimer's Services

The Eddy is the only system with its own Alzheimer's division, with a nationally-certified dementia care specialist available to answer questions, provide information, education, and support, completely free of charge. In addition, we have an on-site resource center/lending library available for loved ones, caregivers and professionals..

• Secured Community

Families enjoy peace of mind knowing their loved one is free to explore our beautifully appointed common areas inside and out. Residents have the freedom to enjoy the beautiful outdoor garden paths and interior courtyards alone, or with friends and family, all within a safe, secure setting.

• Ongoing Specialized Dementia Education and Communication Coaching for all Staff

Continuing education and monthly training is scheduled with a nationally-certified dementia care specialist to ensure our staff is well-informed of innovative programming and the latest creative problem-solving techniques, providing our Residents with the highest quality of care.

• Life Enrichment Programs

Daily programs are designed keeping each Resident's unique interests in mind, allowing for optimum engagement and moments of genuine peace, purpose, and pleasure.

• Assistance with Activities of Daily Living

Assistance with clothing selection and dressing, showering or bathing, grooming and hygiene available 24 hours a day, 7 days a week provided by our specially trained caregivers.

• 24-Hour Licensed Nursing Staff On-site

Our seasoned licensed nursing staff provide medication administration and management. Our nurses provide 24 hour health care monitoring and supervision.

• Flexible Resident Schedules

Schedules are designed to support the lifelong patterns and preferences of each individual Resident. We utilize a Resident Life History book, which is completed by families before coming to our community. This has proven to be a valuable tool in getting to know our Resident better.

• Culinary Experience

Our exceptional team of culinary experts provide our Residents home-cooked meals and nutritional snacks, baked on the premises, using fresh, not frozen, food. We offer flexibility and choices in a relaxed setting that ensures a pleasurable dining experience. "EmpowerU" is the unique health and wellness program that is supported by our culinary team. It's not simply an exercise or dietary program; it takes the whole person into account...body, mind and soul!

• Physician, Pharmacy, Psychological, Podiatry and PT/OT Services Available

Our highly-trained professionals monitor your loved one's health and well-being. In addition, The Eddy offers a wide range of ancillary services from Phlebotomy to rehabilitation and hospitals to skilled nursing care.

• Full-Time Activities Staff

Scheduled activities and outings are designed to keep Residents' interests, capabilities, and quality-of-life our first priority. This includes our Life Enrichment program that provides meaningful social connections and moments that matter, all directed by a nationally-certified dementia practitioner and an experienced activities team.

Eddy Memory Care at Eddy Hawthorne Ridge

- **On-Campus Exercise & Engagement Opportunities**

Eddy Hawthorne Ridge shares their campus with the East Greenbush YMCA and Library. Our Residents are able to enjoy both facilities frequently and with staff participation.

- **Religious Services**

Worship services are available to celebrate many different types of faith to support life-long spiritual beliefs.

- **Full-Service Beauty/Barber Shop**

Conveniently located on-site, our beauty/barber shop offers a full list of services and is managed by stylists who understand the unique needs of our Residents.

- **Continuum of Care**

As a family member of Eddy Hawthorne Ridge, you can enjoy the peace of knowing that The Eddy has a full continuum of care should the needs of your loved one change. The community also has Independent Living and Assisted Living residences located on site.

- **Respite Care**

Eddy Hawthorne Ridge offers respite care on a short-term basis, providing all services and amenities that our residents enjoy. This service is limited to availability.