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## **EPOCH Senior Living and National Development continue 48-unit project**

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Bridges by EPOCH at Pembroke - Pembroke, MA

Pembroke, MA EPOCH Senior Living, in partnership with National Development, a real estate and investment firm, continues on construction of on Bridges by EPOCH at Pembroke.

A groundbreaking ceremony was held in October at the memory care assisted living community, located 49 Cross St., to mark this milestone.

Bridges by EPOCH at Pembroke is slated to open this fall on the former River Wind Farm site. The community will include 48 memory care suites and is designed for individuals living with all stages of memory impairment. It will include personalized care founded on the latest research to promote activity, engagement and fulfillment among residents.

EPOCH Senior Living and National Development have successfully collaborated in recent years to open six Bridges by EPOCH communities, with four locations in Massachusetts, one in New Hampshire and one in Connecticut.

The welcoming community will comprise small, self-contained households, each staffed by its own team of trained professionals who understand the unique challenges of caring for people with memory loss and – just as importantly – how to handle them with patience and kindness. Bridges by EPOCH households have fewer than 20 private or companion memory care suites, creating an intimate, familiar living space that builds strong bonds and trusting relationships between residents and associates.

Bridges by EPOCH at Pembroke's smart design will allow people with memory loss to safely and confidently explore their households (including secure, outdoor courtyards) and move about as they wish.

Their architectural design strategy includes specific lighting and color schemes proven to reduce anxiety, easy-to-navigate hallways and directional cues to reduce confusion, and camouflaged exits and high-tech safety features to prevent wandering.

Bridges by EPOCH at Pembroke's residents will thrive with their highly specialized Bridges memory care and wellness program. Developed with internationally renowned Alzheimer's disease expert Joyce Simard, the resident-centered Bridges approach to memory care does not focus on what the person can no longer do but on maintaining the skills and abilities that remain. To be successful, this approach requires that all Bridges staff members truly get to know each resident – their likes, dislikes, dietary needs and preferences, hobbies, behavioral triggers, current physical and cognitive abilities – and receive ongoing dementia training in order to create the most engaging and efficient blend of expert-recommended exercises and activities, care techniques, sensory therapies and interactive technologies that will create happy, meaningful moments for a particular individual.

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